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Startup Mahakumbh

The Indian startup ecosystem has undergone significant evolution and growth, leading to significant strides in employment generation, nurturing talent, and fostering a culture of innovation. The benefits of the startup ecosystem have percolated across the nation, increasingly reaching remote corners of the country and reducing the digital divide. Supported by various Government initiatives in the last decade, Indian entrepreneurs have helped the country emerge as a respected and valued partner across the world and as a center of technology.

Organized by ASSOCHAM, Startup Mahakumbh, an industry-led event celebrated the vigor and strength of the Indian startup and innovation ecosystem. Supported by Department for Promotion of Industry and Internal Trade (DPIIT), Startup India, GeM, Invest India, SIDBI, ECGC, Zomato, and MeitY, the Startup Mahakumbh emerged as India's premier platform for innovation showcases, marking a significant milestone in the country's entrepreneurial



journey. With backing from NASSCOM, IVCA, TiE Global, and Bootstrap Foundation, this first-of-its-kind event showcased the collective strength and potential of Indian startups, reaffirming their position as key drivers of the nation's economy and global influence. The event took place at Bharat Mandapam, New Delhi, uniting India's dynamic entrepreneurial community.

With the central theme 'Bharat Innovates', Startup Mahakumbh was graced by dignitaries such as Prime Minister Shri Narendra Modi, Shri Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs, Food and Public Distribution & Textiles, Smt. Anupriya Patel,





Minister of State for Commerce and Industry, Shri Som Parkash, Minister of State for Commerce and Industry, Shri Rajesh Kumar Singh, Secretary, DPIIT, Ministry of Commerce and Industry (MOC&I), Government of India (GoI), and Shri Amitabh Kant, G20 Sherpa & Former CEO, NITI Aayog, GoI.

In his address, Hon'ble Prime Minister Shri Narendra Modi celebrated India's advancements in IT, software, and innovation while emphasizing the crucial role of participants in shaping India's entrepreneurial future. The event not only showcased India's burgeoning startup ecosystem but also cemented its position as a global leader in entrepreneurship and technological advancement.

Reflecting on the event's success, Shri Piyush Goyal lauded the collective efforts of all stakeholders and the leadership of the Prime Minister in championing the cause of startups and innovation. He reinforced the optimism for the Indian startup ecosystem by highlighting India's prospective ascent as a global startup leader, poised to generate an impressive 10 million jobs.





The event was a hub of ideas and collaboration, featuring 165+ sessions across 10+ thematic pavilions, showcasing a broad spectrum of industries and innovation sectors. Over the course of three days, each of the pavilions hosted a crescendo of panel discussions, masterclasses, and keynote speakers, offering an in-depth view of how budding entrepreneurs and enthusiasts can navigate the startup landscape.

In alignment with the vision of making India the largest startup ecosystem in the world, the Mahakumbh delved into key focus areas encompassing policy, technology, market access, and investment avenues for startups. The event engaged domestic and global stakeholders, bringing together leading startups, entrepreneurs, investors, policymakers, and academicians, among others, who were provided opportunities to gain technical knowledge, network with peers and experts, participate in a global exhibition, and find financing opportunities.

The event was enriched with insightful keynote speeches, interactive workshops, and discussions on emerging trends and disruptive technologies. These sessions offered attendees a roadmap to navigate the startup environment's complexities and seize growth opportunities.

Central to the event's offerings were the 10+ thematic pavilions, each dedicated to a specific sector such as Agritech, AI & SaaS, Biotech & Pharma, B2B & Manufacturing, Climate Tech, Deeptech, D2C, Gaming & Esports, Fintech, and Incubators/Accelerators. Each pavilion at Startup Mahakumbh was a reflection of India's entrepreneurial spirit, emphasizing the depth, diversity, and dynamism of the nation's startup ecosystem.

A cornerstone of Startup Mahakumbh was the 'Future Entrepreneurs', whose presence underscored the pivotal role that upcoming innovators are playing in shaping India's entrepreneurial landscape. This convergence of ambitious minds with investors, mentors, and peers enriched the ecosystem and paved the way for groundbreaking collaborations and innovations. This initiative immersed young minds in the startup ecosystem, fostering



a culture of entrepreneurship among India's youth and equipping them with insights through interactions with founders, panel discussions, and masterclasses.

Startup Mahakumbh served as a catalyst for collaboration, uniting startups, investors, policymakers, and industry experts under one roof. These partnerships not only enhanced the event's influence but also broadened its reach, linking Indian startups to an extensive network of potential collaborators and supporters, thereby amplifying opportunities for growth and innovation in the country's vibrant startup ecosystem.

As Startup Mahakumbh concluded, it left an indelible mark of optimism and enthusiasm for India's future. The event highlighted the government's unwavering support for innovation, the significance of public-private partnerships, and India's vast potential in the global startup arena. As India progresses towards becoming a global innovation hub, events like Startup Mahakumbh are pivotal in nurturing the aspirations of tomorrow's entrepreneurs and fostering a sustainable, inclusive growth path for the nation's dynamic startup ecosystem.



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BHARAT INNOVATES



50,000+ Attendees



 **1,300+** Exhibitors

300+ Incubators & Accelerators



 **400+** Speakers

110+ Unicorns



 **Approx 4,000** Future Entrepreneurs

The inaugural session, graced by esteemed dignitaries including Shri Amitabh Kant, G20 Sherpa & Former CEO of NITI Aayog, Shri Rajesh Kumar Singh, Secretary of DPIIT, Ministry of Commerce and Industry, and other notable figures, set the tone for informed deliberations on the critical contribution of Indian startups. This focus underscored the commitment to fostering innovation and entrepreneurship as catalysts for India's economic growth and global competitiveness.



Startup Mahakumbh commenced its first day at Bharat Mandapam with a pivotal panel discussion on the role of startups in realizing the vision of Vikasit Bharat.



Plenary sessions



The role of startups in realizing the vision of Viksit Bharat

The discussions underscored the vital contribution of startups to India's progress and the government's support for fostering innovation and entrepreneurship. Furthermore, industry leaders highlighted the importance of government support in fostering a conducive environment for innovation and entrepreneurship, acknowledging initiatives such as regulatory reforms, startup-friendly policies, and investment incentives aimed at empowering startups to thrive and contribute significantly to the nation's development agenda.



Building multi-generational startups

The fireside chat delved into the strategies for startups to disrupt their own trajectory by fostering continuous innovation and maintaining a customer-centric approach. Through insightful conversations, attendees gained valuable insights into the importance of embracing change, iterating on ideas, and staying attuned to market dynamics to stay ahead of the curve in an ever-evolving business landscape.



The Great Indian market opportunity

Esteemed industry leaders convened with a shared vision to establish India as the pinnacle destination for startup triumph. Through engaging discussions, the session was dedicated to fostering innovation and cultivating a sense of unity within the entrepreneurial community. Sanjay Nayar of ASSOCHAM and Sorin Investment Fund emphasized the significance of institutionalizing startups and leveraging local savings.



Food for thought: Reimagining Indian agriculture with farmer as the entrepreneur

Shaji KV, Chairman of NABARD, emphasized the importance of blended finance in supporting startups during the plenary session. He also highlighted the need to skill farmers in processing and value addition to foster new linkages in the rural ecosystem.



Unicorn 2.0- adding the next trillion

The panel discussion provided an in-depth exploration of the dynamic startup ecosystem, highlighting the remarkable presence of over 100 unicorns poised to drive substantial growth across diverse sectors. Attendees gained insights into the transformative potential of these unicorns in boosting India's GDP and employment landscape.



Truly embracing AI solutions

The panel discussion provided attendees with invaluable insights into cutting-edge AI solutions engineered to automate tasks, analyze expansive datasets, and enhance customer interactions to unprecedented levels.

“This is indeed a Mahakumbh in its truest form creating an unprecedented energy and vibe. Any Indian visiting the Start-up Mahakumbh will witness the unicorns and decacorns of the future”



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March 18-20, 2024 | Bharat Mandapam, New Delhi



Emerging importance and urgency of climate solutions in India

The panel discussed how championing a climate and development agenda in India's bilateral, regional, and multilateral collaborations can enhance trade, drive investments toward inclusive solutions, and facilitate progress towards a sustainable and resilient transition.



Sivasubramanian Ramann, Chairman and Managing Director of SIDBI

In his welcome address, Sivasubramanian Ramann, CMD of SIDBI, praised the futuristic developments in startups and sectors, commending the spirit of young entrepreneurs and expressing excitement about their participation at Startup Mahakumbh.



Prashant Kumar Singh, Chief Executive Officer of Government e Marketplace (GeM)

In his address, Prashant Kumar Singh, CEO of GEM, lauds the Prime Minister's forward-thinking approach and commends the portal's remarkable success in government procurement. With a whopping 23,000 startups enlisted, he underscores their pivotal role in driving inclusive growth and propelling the nation forward.



Emerging hotspots in India's startup ecosystem: The rise of Noida as a key player

The panel discussion explored the burgeoning potential of Noida as the next frontier for startup innovation, poised for remarkable growth in the coming years. Insights were shared regarding the favorable ecosystem supported by its conducive infrastructure, abundant commercialization opportunities, and the notable presence of key industry players within the region. Attendees gained a comprehensive understanding of how these factors contribute to Noida's attractiveness as a thriving hub for startups and innovation in the near future.





India's AI ambitions

The discussion highlighted AI's transformative impact on modern solutions and its advanced capabilities. Panelists also delved into India's inclusive AI vision, emphasizing accessibility for all.



Evolution of Indian consumer narratives

Neeraj Aggarwal from the Boston Consulting Group addressed the increased awareness surrounding sustainability and ethical consumption.



Omnichannel strategy for D2C

Falguni Nayar, CEO of Nykaa, encouraged the youth to unleash the potential of their collective imagination, emphasizing the importance of measuring success by the positive impact they have on society.

“Startup Mahakumbh is a symbol of India’s innovative brilliance, the ‘can do’ spirit and strong will to make an impact. The 21st century is the century of startups and startups will make it the century of India”



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From local to national: Bharat brands and the transformation of Indian consumption

The panel underscored the significance of prioritizing customers in the entrepreneurial landscape. Peyush Bansal, Co-Founder & CEO of Lenskart, emphasized that “Brand is not advertising; brand is a promise,” stressing the importance of credibility and trust-building with customers.



What makes great boards great

The panel discussed the importance of great boards comprised of members who are clear about their roles and responsibilities to the organization.



Fostering an institutionalized approach for development of startup ecosystem

Shri Sanjiv Singh, Joint Secretary, DPIIT, addressed the audience in a closing keynote on fostering an institutionalised approach for the development of the startup ecosystem.





Role of regulatory sandboxes in fintech

Kris Gopalakrishnan, Chairman of Axilor Ventures, Co-founder of Infosys, President of ISF, highlighted advancements in the fintech sector, emphasizing the role of regulatory sandboxes and innovative approaches to regulate digital public infrastructure, ensuring equal opportunities for all.



Empowering startups for a thriving tomorrow

Ajit B Chavan, Addl. CEO and CSO of GeM, Gol, emphasized GeM's remarkable growth from 422 crores to over 4 trillion rupees since 2016. He highlighted GeM's vast opportunities for startups, facilitated by tech-driven interventions and reduced compliance costs.



Navigating successes and failures: insights from building startups

The discussion provided profound insights into the platform's journey, opportunities in the startup ecosystem, and strategies for building startups. Ashish Hemrajani, CEO & Co-founder of BookMyShow, shared his perspective on fostering the growth of new generational entrepreneurs.

“From 4 to 400+ incubators, 150+ unicorn, \$350B+ valuation, 20x increase in funding, 12x increase in investors, 8x increase in incubators - India’s startup story is a truly remarkable one”





Charting the deeper tech horizon

The panel discussion highlighted a shift from consumption to the creation of ideas, with startups driving significant changes by addressing real-world problems.



Nurturing innovation, entrepreneurship and research in an university ecosystem

Dr. Ashok Jhunjhunwala, IIT Madras Professor, urged startups to embrace learning through interaction, akin to children’s play, emphasizing the importance of student-led innovation over classroom teaching.



Future of gaming in India

Bhavin Pandya, Co-founder and Co-CEO of Games24x7, noted a surge in the Indian gaming industry, with a focus on localized games and content catering to Indian preferences and cultural sensibilities.



Charting healthcare's future: Innovations, opportunities, & on ground impact

During a panel on healthcare's future and on-ground impact, discussions focused on India's rising interest in neuroscience, aiding AI and deeptech implementation for human enhancement. The panel also announced the launch of India's largest Bio Entrepreneurship Competition, marking a significant step in fostering innovation and entrepreneurship.



Innovation in fintech

The engaging panel discussion provided valuable insights into the future of Indian financial technology and the sector's opportunities.



Making private gains while ensuring public good

Dr. Ramaswami Balasubramaniam, Capacity Building Commission, Gol.



Innovation and disruption in the startup ecosystem

The fireside chat emphasized the importance of taking action over regrets. The session garnered full engagement, inspiring attendees to stay youthful and disruptive in their entrepreneurial journey.



Bold philanthropy

In the session, panelists emphasized the significance of investing in the right leaders and ideas over a business model. They encouraged young entrepreneurs to pursue their purpose with confidence and boldness.

“Startup Mahakumbh epitomises the Prime Minister’s vision that the whole society should accept the goal of becoming a developed nation and work towards it”





Transformative potential of AI

In a fireside chat, panelists offered valuable insights on the transformative potential of AI in driving innovation.



Keynote on Viksit Bharath

Hitesh Jain, Managing Partner at Parinam Law Associates, highlighted India's thriving economy fueled by digitization, formalization, and a robust GDP growth of 8.4% in Q3 of fiscal year 2023-24.



Tech innovation in AI

During the discussion, the panel emphasized a striking statistic: startups registered under DPIIT have created an impressive 12.9 lakh jobs, showcasing their significant impact on job creation. Additionally, the panelists pointed out that half of these employment opportunities are in non-metro cities, indicating a promising shift towards decentralized economic growth and development.

An aerial view of a large exhibition hall with various pavilions and people. The image is overlaid with a dark blue filter. At the bottom, there is a decorative graphic consisting of numerous thin, radiating lines in shades of orange and yellow, each ending in a small dot, forming a fan-like shape.

10 Thematic Pavilions

PM Visit



P rime Minister Shri Narendra Modi emphasized the importance of fostering an innovative culture for global advancement. He commended India's efforts in providing a worldwide platform for startups and acknowledged their pivotal role in driving growth. Moreover, he emphasized India's leadership in Artificial Intelligence, emphasizing the nation's strategic advantage in this critical domain.





B2B & Manufacturing

The B2B & Manufacturing Pavilion served as a comprehensive platform dedicated to unveiling the latest strategic innovations that are driving B2B enterprises and the manufacturing sector forward. This specialized area was meticulously designed to offer attendees an immersive experience through a diverse range of engaging formats.

The pavilion featured a series of thought-provoking conference sessions that delved deep into the core strategies shaping the future of B2B and manufacturing. Industry experts and leaders shared valuable insights on market trends, emerging technologies, and innovative business models, offering attendees a wealth of knowledge to leverage in their respective fields.

The pavilion also hosted masterclasses that provided attendees with hands-on learning experiences. These sessions were led by experts who offered practical guidance on implementing AI solutions, optimizing supply chain management, and enhancing corporate governance practices.

A particular emphasis was placed on logistics innovation, with sessions specifically dedicated to exploring innovative solutions and best practices in areas such as effective working capital management and supply chain optimization.

The pavilion facilitated the formation of strategic partnerships by providing a platform for attendees to engage in one-on-one discussions with industry leaders and investors. These interactions paved the way for potential collaborations that could drive business growth and innovation in the B2B and manufacturing sectors.



GTM Strategies for B2B companies: The discussions focused on formulating effective Go-To-Market (GTM) strategies for B2B companies.



Evolution of brand in B2B: The discussion centered on the evolution of B2B brands, emphasizing understanding market dynamics and identifying niche opportunities to adapt and grow.



Future of Manufacturing: The session provided actionable advice and emphasized essential elements for thriving in India's dynamic and competitive business landscape.



Whitespace in B2B and where can you build: The discussion explored whitespace opportunities in B2B, identifying areas where businesses can build and innovate.



Innovations in logistics – the next decade: The discussion explored future innovations in logistics, highlighting effective working capital management and supply chain optimization for the next decade.



Effective management of your working capital: The discussion emphasized the importance of effective working capital management for sustaining business operations, optimizing liquidity, and supporting growth.



“Celebrating the dawn of india’s entrepreneurial renaissance, Startup Mahakumbh stands as a testament to our nation’s unstoppable spirit of innovation. With the fusion of over 1000 startups, 1000 investors, and a galaxy of industry luminaries, this event embodies our collective commitment to propelling india to the forefront of global entrepreneurship. ASSOCHAM proudly leads this charge, fueling the flames of ambition and igniting a revolution in the startup ecosystem.”

Sanjay Nayar, President, ASSOCHAM



“Startup Mahakumbh is a pivotal event that underscores the significance of our startup ecosystem in driving economic growth and innovation. Its magnitude and impact highlights the critical role startups play in shaping our nation’s future. By providing a premier platform for showcasing innovation and fostering collaboration, Startup Mahakumbh not only celebrates our entrepreneurial spirit but also propels the entire ecosystem towards greater heights. This event has been essential for the development and well-being of our entrepreneurial landscape, serving as a catalyst for progress and prosperity.”

Deepak Sood, Secretary General, ASSOCHAM



“Venture capital funds or angel investors are only one part of sources of funds for startups... there’s a huge scope for private sector companies to invest from their balance sheets into startups. Typically they would do it in their own strategic areas... but I think India could do with more of that. There is some participation and support (from larger corporates) this time in Startup Mahakumbh. Hopefully, in future years there will be more.”

Sanjeev Bikhchandani, Co-founder and Executive Vice Chairman, Info Edge





Agritech

The Agritech Pavilion served as a vibrant showcase of India's agricultural prowess, highlighting its leadership in crucial crop production even amidst challenges like fragmented landholdings. It provided a unique platform for dialogue, bringing together stakeholders from the agricultural sector, agritech startups, and farmers to foster collaboration and share innovative solutions.

The pavilion's focus was not only on showcasing India's agricultural strength but also on addressing the challenges hindering its growth. Through engaging discussions, interactive sessions, and hands-on demonstrations, it aimed to ignite a transformative journey in Indian farming and agriculture.

Collaborative initiatives were a key highlight, emphasizing partnerships between the agricultural sector and agritech startups to drive innovation and efficiency. Farmers were empowered with knowledge and tools to adopt modern farming practices, while agritech startups showcased technological solutions designed to address specific challenges faced by the agricultural community.

With a vision to catalyze a transformative shift in farming practices and the broader agri sector in India, the pavilion played a pivotal role in shaping the future of agriculture. It served as a catalyst for change, inspiring stakeholders to embrace sustainable practices, adopt technological advancements, and work together towards a prosperous and resilient agricultural ecosystem in the country.



Financing enterprises to power india's transition to sustainable & resilient agriculture: The fireside chat focused on improving the Agri-tech value chain through localized processing and branding, alongside discussions on enhanced storage structures.



Investing in the future of agriculture: emerging trends and innovations in Agritech - The session was focused on the transformative role of agritech in driving innovation and sustainability in the agricultural sector.



Agri innovation showcase by Ms Divya Sharma, SatSure Analytics



Navigating the Pioneering Journey in Innovation and Entrepreneurship by Shardul Sheth, Agrostar



Trailblazing Tales: DeHaat Navigating the pioneering journey in innovation and entrepreneurship by Shashank Kumar DeHaat



Cultivating synergies: An open house discussion on empowering agriculture through agri-techs and FPO collaborations.



Financing the Future: Credit Solutions for Agritech - The panel discussion offered deep insights into tailored credit solutions for the agritech sector.

Winners of Aavishkaar Chamakta Sitara Award





“GeM is a platform for procurement by the government. Over 23,000 startups are actively transacting on our platform. If a specialised startup wants to feature itself on the platform and doesn't have numbers to show its success, owing to the nature of the industry it operates in, we feature it in front of the buyers who then choose its products or services if they find them to be feasible alternatives (Startup Runway).”

Prashant Kumar Singh, CEO, GeM



“Featuring 1000+ startups and investors, it brings together different stakeholders of the ecosystem under one roof. A first-of-its-kind event, this mother of confluences is truly a concentrated mix of the most genius entrepreneurial minds.”

Prashanth Prakash, Founding Partner, Accel



“Startup Mahakumbh is crucial for all startups, particularly for women founders and aspiring entrepreneurs. It offers a gateway to a world of ideas, storytelling, and insights from successful founders, inspiring and empowering women to embark on their entrepreneurial journeys and thrive as founders or investors. It's a pivotal event that opens doors to success and fosters a supportive ecosystem for all.”

Archana Jahagirdar, Founder & Managing Partner, Rukam Capital





D2C/ Consumer/ Platforms

The D2C Pavilion was a vibrant hub that highlighted the transformative impact of digital platforms across the consumer sector. It brought together a diverse community of innovators, industry leaders, and investors, creating a dynamic ecosystem for insightful discussions on branding, team-building, and Go-To-Market strategies.

The pavilion showcased innovative D2C brands from sectors like fintech, healthtech, agritech, and more. Attendees had the opportunity to interact with these brands firsthand, experiencing their products and services, and gaining valuable insights into the future of consumer engagement.

Positioned at the forefront of India's digital evolution, the pavilion emphasized the profound impact of the pandemic on accelerating the adoption of digital behaviors. Industry leaders highlighted the importance of personalized consumer experiences and the role of technology in driving this transformation.

Through dynamic exchanges and networking opportunities, the pavilion fostered collaboration among stakeholders, playing a pivotal role in shaping the future of D2C commerce. It served as a beacon of innovation, inspiring attendees and catalyzing transformative change across multiple sectors.



Ingredients for creating new age brands and challenging status quo: The discussion focused to highlight the significance of maintaining authenticity, quality, brand sustainability, and fostering stronger connections with the customers.



From Digital to Phygital: How digital first fashion brands are embracing brick and mortar - The speakers talked about an omnichannel approach and how it is a phy-digital world, an opportunity to connect with the customers and integrate the brand identity via a physical store.



How to create challenger brand in traditional categories: CPG story - The discussions focused on highlighting how one can target customers based on the product-market, followed by how you can build a brand basis their demands, and transform the ecommerce in Bharat.



Post pandemic consumer trends and it's impact on internet economy: The session delved into post-pandemic consumer trends and their impact on the internet economy, highlighting shifts in online behavior and opportunities for businesses to adapt and thrive.



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“The initial returns from some of the early exits gave us little more than 3.5 times the initial capital that was paid for most of the investments. Not an indicative number, but I am sure all startups are doing an excellent job and we will end up getting twice the principal investment. This INR 4,500 crore of drawdown was translated into INR 17,000 crore funds, which will further be cycled back into startups.”

S Ramann, Chairman & Managing Director, Small Industries Development Bank of India (SIDBI)



“Over the span of just a decade, we’ve witnessed a remarkable surge from a few hundred startups to surpassing 100,000. It’s remarkable to witness the ecosystem’s pivotal role in fostering job creation, democratizing wealth, and positioning India as a global hub of innovation. Notably, the widespread adoption of UPI technology and the rise of entrepreneurs from Tier II and Tier III cities serve as testament to our commitment to inclusive growth and sustainable development.”

Arvind Gupta, Head and Co-founder, Digital India Foundation



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AI & SaaS

The AI & SaaS Pavilion was a dynamic showcase highlighting India's growing prominence in AI and Software as a Service (SaaS). As India solidifies its position as a global IT leader, the pavilion spotlighted the pivotal role of startups in driving AI innovation and shaping the future of cloud-based SaaS platforms. Attendees engaged in insightful discussions on automation, machine learning algorithms, and the transformative potential of SaaS solutions, offering a glimpse into the future of India's tech ecosystem.

A standout feature of the pavilion was the panel discussion that explored AI's transformative potential, focusing on its integration with SaaS platforms and its role in achieving sustainable development goals through digital public infrastructure.

Overall, the pavilion offered attendees a comprehensive overview of India's AI and SaaS landscape, highlighting its growth, innovation, and potential. It served as a window to the future of technology, encouraging attendees to think big, start small, and embrace the unknown as they navigate the evolving tech landscape.



Future of AI/SAAS: Event Speaker, Srikanth Velamakanni, Fractal.ai, emphasized the burgeoning intelligence economy, predicting the integration of 7.5 billion people and 30 billion intelligent things by 2030, creating an unprecedented USD15.7 trillion in new economic value.



AI and SAAS for India: The session highlighted AI's transformative potential to revolutionize industries, showcasing India's unique position to lead in this technological revolution.



Blueprint for finding PMF in AI/ SAA: The session provided attendees with a structured approach to achieving Product-Market Fit in these industries.



GEM for startups: The discussion highlighted GeM's support for startups through programs like Startup Runway, showcasing innovative solutions across various sectors.



Bhashini Presentation and Hackathon: Bhashini's presentation and hackathon showcased their innovative AI adoption, reinforcing the pavilion's status as a global innovation hub.

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“The objective of the deeptech Pavilion at the Startup Mahakumbh is to act as a catalyst for fostering innovation and collaboration within the deep tech sector. DeepTech has the potential to profoundly propel India’s growing digital economy by creating a seismic transformation across all facets of the nation’s narrative.”

Debjani Ghosh, *President, NASSCOM*



“As we close the curtains on Startup Mahakumbh, let’s carry forward the spark of innovation ignited in the fintech pavilion. Together, let’s shape a digitally inclusive India where fintech propels us towards prosperity. The journey ahead is promising, and our collective efforts will define the future of fintech.”

Pramod Bhasin, *Founder, Genpact; Founder, Clix Capital Services; Chairman, ICRIER*

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AI for public good



The winners of the 'AI for Public Good' contest, including eVerse. AI, B.A.E, and Bodhi, showcased AI-driven solutions tailored for India to address real problems.





Biotech & Pharma

The Biotech & Pharma Pavilion was a vibrant showcase that celebrated India's significant advancements in the fields of biotechnology and healthtech. It served as a comprehensive platform highlighting India's technological prowess and innovative solutions in these crucial sectors. The exhibition area was bustling with displays from biotech startups, offering attendees a firsthand look at cutting-edge technologies, products, and services that are driving innovation in the sector.

Interactive sessions were a key highlight of the pavilion, offering attendees an immersive learning experience. These sessions allowed participants to engage directly with industry experts, startup founders, and innovators, fostering meaningful dialogue and collaboration. Through hands-on demonstrations, workshops, and Q&A sessions, attendees were empowered to explore the innovations shaping the biotech and healthtech landscapes in India and beyond.

Overall, the pavilion served as a vibrant hub for knowledge exchange, collaboration, and innovation in biotechnology. It showcased India's growing role as a global leader in these sectors, inspiring attendees and reinforcing the importance of continued investment, research, and development to drive advancements and address healthcare challenges effectively.



Startups Go Global: Conquering new markets as a startup - The panel emphasized the direct application of engineering to biology (Techbio) as a transformative approach.



Keynote Address by Prof. Vijay Chandru, Strand life sciences - highlighted that the pandemic has caused a paradigm shift, emphasizing the need for a blend of knowledge and utility to navigate the way forward.



Mr. Guhesh Ramanathan of IIM Visakhapatnam, FIELD, conducted a masterclass on “Dealing with a VUCA Environment: Lessons from Healthtech Companies”.



Replace with below Mr. Krishna Mohan Puvada of Novonesis delivered a keynote on “Building a Customer-Centric Culture.”



Climate Tech

The Climate Tech Pavilion served as a pivotal gathering point, bringing together stakeholders from diverse backgrounds to converge on India's sustainability frontier. This vibrant platform showcased a range of technologies and innovations aimed at addressing India's pressing climate challenges.

Conference deliberations were a key component of the pavilion, expanding perspectives on pivotal climate opportunities and challenges. Esteemed speakers and panelists engaged attendees with insightful discussions on topics such as alternative fuels, regenerative agriculture, green buildings, and climate resilience strategies. These discussions not only educated attendees but also fostered a deeper understanding of the interconnected nature of climate issues and the urgent need for collaborative action.

Interactive sessions and workshops further enriched the pavilion's offerings, providing attendees with hands-on experiences and practical knowledge. These sessions allowed participants to engage directly with experts, innovators, and industry leaders, fostering meaningful dialogue and collaboration. Through these interactions, attendees were empowered to explore actionable solutions, share best practices, and contribute to the collective effort towards building a more sustainable and resilient future.

Overall, the pavilion served as a catalyst for meaningful dialogue and action, inspiring stakeholders to collaborate, innovate, and drive positive change. By highlighting India's role in the global climate movement and showcasing innovative solutions to pressing challenges, the pavilion reinforced the importance of sustainable development and underscored the need for collective efforts to address climate change effectively.



Corporates Leading the Way in Sustainability: The panel discussed how corporates are spearheading sustainability initiatives, exploring their role in driving eco-friendly practices and responsible business models.



Samir Shah, Managing Partner at Peak Sustainability VC delivered a keynote address on scaling climate technologies in India, highlighting opportunities and strategies to drive sustainable innovations forward.



Opportunities in Climate Investing: The panel explored opportunities in climate investing, discussing the potential for sustainable investments to drive positive environmental impact and financial returns.





“It was great to see many budding and ambitious agritech entrepreneurs aiming to improve the livelihoods of our farmers. This event has given them a great level of insight into how they can improve and scale, thereby contributing significantly to the overall value chain. It has also helped them build connections and network with investors looking to support their ideas. I see this creating a more thriving and successful agritech ecosystem in the future.”

Vineet Rai, Founder, Aavishkaar Group



“There will be a remarkable change in how we plan and book travel. For instance, we would be able to find recommendations via leisure mode on our phones easily. Today, there are 1.5K traveltech startups under the DPIIT. More will join the league in the coming time. Currently, India is the 22nd largest travel destination. To progress towards Viksit Bharat, we must bring our country under the top 10.”

Rikant Pittie, Co-Founder, EaseMyTrip



“The Startup Mahakumbh is a unique event which is bringing together all ecosystem actors to come together as one. As attendees, you’ll be able to get inspired by wonderful entrepreneurs who have been on terrific journeys. You’ll get to meet aspiring entrepreneurs who are full of energy and buzzing with ideas. You will get to visit stalls, you’ll meet mentors, there’s a set of mentoring sessions that we planned, and more importantly, you will soak in the energy of the entrepreneurial startup ecosystem to inspire you for many, many years to come.”

Madan Padaki, President, TiE Bangalore,
Trustee, TiE Global, Founder & CEO, 1Bridge





Deep Tech

The pavilion highlighted how groundbreaking deep tech innovations can significantly impact the economy and help address global challenges like education, climate change, and healthcare access. Leaders and experts discussed the opportunities for Indian startups to thrive globally by focusing on developing deep tech products within the country. Attendees had the opportunity to explore a diverse range of technologies, from artificial intelligence and machine learning to biotechnology and quantum computing, that are driving advancements and reshaping industries globally.

Interactive sessions and panel discussions enriched the pavilion's offerings, providing attendees with valuable insights into the latest trends, challenges, and opportunities. These discussions fostered a deeper understanding of the potential impact of deep tech solutions on various sectors, encouraging collaboration, knowledge exchange, and the exploration of new possibilities.

Overall, the pavilion served as a catalyst for showcasing India's capabilities in deep tech innovation and inspiring stakeholders to embrace and leverage these technologies to address global challenges effectively. By highlighting the economic potential and opportunities for growth in the sector, the pavilion reinforced India's position as a leading player in the global innovation landscape and encouraged continued investment, research, and collaboration in this exciting and rapidly evolving field.



Commercialization for DeepTech Innovation: IP Framework: The panel discussed the commercialization of deeptech innovation, focusing on the importance of an effective Intellectual Property (IP) framework to support and protect innovations.



Rethinking Research Funding Models for DeepScience Advancements: The panel explored new approaches to research funding models for deep science advancements, emphasizing the need for innovative strategies to support and accelerate breakthrough discoveries.



IP Protection & Technology Transfer: The panel discussed IP protection and technology transfer, highlighting strategies and best practices to safeguard intellectual property and facilitate successful technology transfer.



Keynote address given by Ravi Chhabria, Managing Director at NetApp India on "Is the market deep enough for deep tech in India."



The pavilion showcased dynamic panel discussions, delivering invaluable insights from industry leaders under the expert moderation. Attendees gleaned essential knowledge on IP frameworks and strategic protection, crucial for navigating the multifaceted landscape of innovation across diverse sectors.

Fintech

The Fintech Pavilion highlighted the crucial role of fintech in driving financial inclusion and accelerating economic growth. This dynamic platform showcased groundbreaking digital solutions developed by leading fintech startups, offering attendees a firsthand look at innovative products and services transforming the financial sector.

Industry experts and thought leaders gathered to discuss topics ranging from digital banking and payments to blockchain technology and cybersecurity, highlighting the transformative impact of fintech on the financial ecosystem and beyond.

Interactive sessions and workshops further enriched the pavilion's offerings, allowing attendees to engage directly with fintech innovators and industry leaders. These sessions provided opportunities for collaboration, knowledge sharing, and networking, fostering a vibrant ecosystem of innovation and entrepreneurship within the fintech sector.

Overall, the pavilion served as a comprehensive platform for showcasing India's fintech innovation and leadership on the global stage. By highlighting the pivotal role of fintech in promoting financial inclusion, spurring economic growth, and transforming the financial landscape, the pavilion inspired attendees and reinforced the importance of continued investment, research, and collaboration in the fintech sector to drive positive change and innovation.



Stronger together: Banking and fintech partnerships - The panel discussed the synergy between banking and fintech sectors, emphasizing the strength and potential of collaborative partnerships for innovation and growth.



Looking ahead: The Opportunity in Fintech - The panel delved into the future prospects of fintech, highlighting the opportunities and potential for innovation in the evolving financial technology landscape.



Presentation on Imagining a connected world by Manjeet Jindal, Tally Solutions Pvt Ltd.





Post-Lending Landscape in India: The panel discussed the evolving post-lending landscape in India, exploring new trends, challenges, and opportunities shaping the financial sector.



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“With all the tech and distribution systems that are changing, no business model will last beyond a decade or two. Startups will have to innovate and create new businesses out of the outcomes that they have created so far if they have to last longer.”

Deepinder Goyal, *Founder & CEO, Zomato*



“The Startup mahakumbh is going to be the greatest events of all time for startups, investors and the entire ecosystem. Really excited to be part of it and looking forward to engaging with the entire ecosystem.”

Vikram Gupta, *Founder and Managing Partner, IvyCap Venture*



“It’s great to see the Indian startup ecosystem go from strength to strength. Events like Startup Mahakumbh, that showcase homegrown startups building for India and the world are a sign of how far we’ve come.”

Nithin Kamath, *Founder & CEO, Zerodha and Rainmatter*



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Gaming & Esports

The Gaming & Esports Pavilion was a vibrant celebration of the rapid growth and popularity of esports in India. The pavilion featured a distinctive cricket tournament that resonated with the enthusiasm of young gamers, providing an exciting platform for them to showcase their skills and compete against each other in a competitive and engaging environment.

In addition to the cricket tournament, the pavilion hosted investor meetings that facilitated valuable collaborations between gaming startups, esports organizations, and potential investors. These meetings provided opportunities for networking, partnership building, and investment discussions, fostering a supportive ecosystem for growth and innovation within the gaming and esports industries.

Masterclasses were another key feature of the pavilion, offering attendees insights into a range of career opportunities within the esports industry. Industry experts and professionals shared their knowledge and experiences, providing attendees with valuable guidance and laying the groundwork for career progression and skill development in this rapidly evolving field.

Overall, the pavilion served as a vibrant hub that united gaming enthusiasts, professionals, and investors in the exciting world of gaming and esports. By celebrating the meteoric rise of esports in India and highlighting the opportunities and potential within the industry, the pavilion inspired attendees and reinforced the importance of fostering talent, promoting innovation, and supporting the growth of gaming and esports in India.



Impact of GEPL on bridging the gap between gaming, e-cricket, and entertainment



Level Up Your Future: A masterclass from industry experts on the Gaming and Esports Industry in India and what it takes to build a career out of your passion for gaming.



Tournament – Show match between Dubai Vipers & GEPL All-Stars





Incubators/ Accelerators

The Incubators/ Accelerators Pavilion played a pivotal role in highlighting the critical role of incubators in nurturing and supporting startup growth across India. The pavilion offered a diverse range of activities, including workshops, masterclasses, and panel discussions, that fostered a culture of knowledge sharing, collaboration, and innovation among attendees.

One of the key highlights of the pavilion was the roundtable discussions with venture capitalists, which provided valuable insights into funding avenues and investment opportunities for startups. These discussions enabled aspiring entrepreneurs to gain a deeper understanding of the funding landscape and learn from industry experts about securing investment, scaling their businesses, and navigating the challenges of startup growth.

Overall, the pavilion served as a dynamic platform that bridged aspiring entrepreneurs with the resources, support, and opportunities needed to thrive in India's vibrant startup landscape. By highlighting the essential role of Incubators/ Accelerators in fostering startup growth and providing a platform for knowledge sharing, collaboration, and recognition, the pavilion inspired and empowered attendees to pursue their entrepreneurial dreams and contribute to India's growing startup ecosystem.





Roles of corporates for incubation and start-up ecosystem: CSR & innovation programs - The discussion explored the roles of corporates in the incubation and startup ecosystem, focusing on the impact of CSR and innovation programs in fostering growth and support.



Roundtable on 'Leveraging Government and Public Sectors for Innovations & Entrepreneurship'



Angel Networks in Tier II & III towns-Access to capital for early-stage Incubators/ Startups



Masterclass Session on Setting up an Incubator by Supriya Sharma, Partner –Insights, IIMA Ventures



Choose your Incubator: Value Delivery to Startups - The panel provided insights into selecting the right incubator for startups and maximizing the value they deliver.

Workshops and Masterclasses





Masterclasses were conducted on following topics:
Digital public goods, AMA Session with B2B Investors, Corporate Governance masterclass, AMA Session with B2C Investors, Women in entrepreneurship, PR Masterclass for startups, AMA session with Founders, AI/SaaS interventions in your business –masterclass, Dream 11 masterclass.

4th Shanghai Cooperation Organisation (SCO) Startup Forum

The Shanghai Cooperation Organisation (SCO) has emerged as a pivotal platform for advancing innovation and cooperation among startups within its member states. The 4th SCO Startup Forum convened in New Delhi on March 19, 2024, as part of the Startup Mahakumbh Event.

The fourth iteration of the Shanghai Cooperation Organisation (SCO) Startup Forum took place on March 19, 2024, in New Delhi, with a primary objective of enhancing interactions among startups across SCO Member States. The initiative sought to cultivate an environment conducive to innovation, stimulate job creation, and encourage youthful talent to devise inventive solutions.

The plenary session of the forum welcomed physical participation from SCO Member States, comprising delegations from SCO startups, key startup agencies representing Member States, senior government officials, and diplomats. During the event, Shri Rajesh Kumar Singh, IAS, Secretary of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, delivered the keynote address underscoring the pivotal role of the startup ecosystem in bolstering a nation's economy. Additionally, Shri Sanjiv, Joint Secretary of DPIIT, provided insights into India's startup journey and the government's initiatives to promote startups.



Over 15 SCO startups showcased their products and services at the SCO Pavilion, providing networking opportunities. A workshop on “Establishing a Seed Fund” offered strategic insights into supporting early-stage startups.

DPIIT has spearheaded various initiatives aimed at nurturing startup ecosystems. By taking the lead in such endeavors, India seized the opportunity to expand the

footprint of innovation, fostering cohesion within the entire ecosystem and inspiring other SCO Member States to undertake similar initiatives. India’s startup engagements aim to empower local startup ecosystems within SCO Member States, offering mentorship and facilitating access to investor and corporate engagement activities.

Looking ahead, India will host the second meeting of the SWG in November 2024, followed by the SCO Startup Forum 5.0 in January 2025.





Future Entrepreneurs

A dedicated day was set aside to cultivate the entrepreneurial aspirations of the next generation. On March 20, Future Entrepreneurs Day warmly welcomed students from educational institutions nationwide, each demonstrating a keen interest in entrepreneurship. The event, meticulously designed to inspire and educate, sought to instill the values of innovation and resilience in these young entrepreneurs. Throughout the day, participants actively engaged in a series of workshops, attended enlightening keynote speeches, and took part in interactive sessions. Esteemed mentors and industry experts shared their insights, providing guidance on navigating the complexities of startup culture.

Handpicked by colleges and incubators from diverse regions, approximately 3,000 individuals enthusiastically embraced this enriching opportunity. Through networking and mentorship, they forged connections that transcended geographical barriers, laying the groundwork for future collaborations. Armed with newfound knowledge and fortified networks, these aspiring entrepreneurs departed with a renewed sense of purpose and determination, viewing Startup Mahakumbh as a significant milestone in their entrepreneurial journey, propelling them closer to realizing their dreams.

ASSOCHAM played a pivotal role in nurturing the aspirations of these future entrepreneurs. Through its Foundation For CSR (AFCSR), in collaboration with ECGC and Tie, ASSOCHAM facilitated the participation of students from across India in the event. As part of its comprehensive approach, ASSOCHAM also organized the Startup Futurepreneurs Online



Program, a 30-hour online learning initiative aimed at instilling entrepreneurial skills, and students, including those nominated through various channels, enrolled in the program. Upon successful completion, participants received a certificate, recognizing their dedication to developing entrepreneurial skills.

Furthermore, recognizing the exceptional potential of the top 20 per cent of participants, ASSOCHAM extended exclusive invitations to a Youth Entrepreneurship Conclave scheduled to take place in Bangalore in December 2024. This event promises valuable networking opportunities and additional mentorship, further empowering these promising young entrepreneurs.

Through these concerted efforts, ASSOCHAM actively championed the development of future entrepreneurs, equipping them with essential skills and fostering connections necessary to thrive in the dynamic startup ecosystem of India.



Exhibition Area













Media Coverage

5,000+
Media Exposures



101+ Billion
People Reached



110+
Media Interviews



330+
Media Attendance

Social Media Coverage



Print and Electronic Media

Dedicated Deeptech Startup Policy on Final Stages, Says Government

- Times of India, 18 March 2024

Startup Mahakumbh To Boost India's Efforts To Improve Innovation Ranking: DPIIT Secretary

The Economic Times, 17 March 2024

India Will Have Upper Hand in AI Technology, Says Pm Modi

- Deccan Herald, 21 March 2024

The Stage Is Set for India to Rise to the Top of Global Startup Landscape: Rajesh Kumar Singh, DPIIT at Startup Mahakumbh

-The Print, 19 March 2024

India has world's third largest startup ecosystem right decisions were taken at right time PM Modi

-The Arunachal Times, 21 March 2024

Modi Highlights Women Leadership in Startups

-The Pioneer, 21 March 2024

GeM portal hopes to get more start-ups onboard, moots revamped lending initiative

-The Hindu Business Line, 20 March 2024

Startup Has Become A Social Culture And No One Can Stop It: PM Modi

-Entrepreneur India, 20 March 2024

Three Day Startup Mahakumbh Begins In New Delhi; Aims To Connect Startups With Inventors Including Venture Capitalists, Investors And Potential Corporate Partners

- India Education Diary, 18 March 2024

Amazon Web Services Collaborates With Indian Startups and More Startups News

-Gadgets 360, 19 March 2024

Startup Mahakumbh's Day 1 A Roaring Success

- Startup News, 18 March 2024

Cultural Program



Live concert of Shaan on 18th March 2024



Live concert of Ricky Kej (3X Grammy Award Winner) on 19th March 2024

Startup Mahakumbh 2024

Organizing Committee



Sanjay Nayar
President
ASSOCHAM



Prashanth Prakash
Founding Partner
Accel



Sanjeev Bikhchandani
Co-founder and Executive Vice Chairman, Info Edge



Deepak Sood
Secretary General
ASSOCHAM



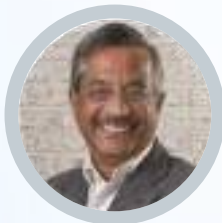
Archana Jahagirdar
Founder & Managing Partner
Rukam Capital



Arvind Gupta
Head and Co-Founder
Digital India Foundation



Debjani Ghosh
President
NASSCOM



Pramod Bhasin
Founder
Genpact



Vineet Rai
Founder
Aavishkaar Group



Rikant Pittie
Co-Founder
EaseMyTrip



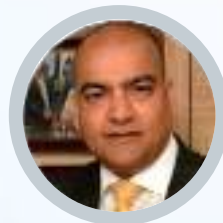
S Ramann
Chairman & Managing Director, Small Industries Development Bank of India (SIDBI)



Madan Padaki
President
TiE Bangalore



Anjali Bansal
Founding Partner
Awana Climate and Sustainability Fund



Vikram Gupta
Founder and Managing Partner
IvyCap Ventures



Nithin Kamath
Founder & CEO
Zerothra and Rainmatter

Disclaimer: ASSOCHAM has made a constant care to make sure that content is accurate. The views expressed in the articles reflect the participant(s) opinions and do not necessarily represent the views of ASSOCHAM.



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