

## A'bad start-up CityShor gets angel funding

dna correspondent @dnaahmedabad

**Ahmedabad:** Ahmedabad-based discovery platform for food, fashion, travel and events, CityShor received angel funding from Gujarat Angel Investors' Network (GAIN). The three-year old start-up helps in discovery of lesser known destinations, new launches and reaches out to its followers on internet. Currently operating in Ahmedabad and Pune, the e-portal plans to expand to Bengaluru.

With a staff of about a dozen odd people, it operates through its website, Android app, Facebook, Instagram and Whatsapp. It claims a following of about two lakh youth from Ahmedabad and Pune each. "We will utilise funds to develop an app for iOS and expand into Bengaluru. We will also be hiring people for Bengaluru," company co-founder Pallav Parikh told dna.

"CityShor has more than 600 clients in Ahmedabad. I see it as a clear-cut self-sustaining business with practically negligible competition across India. The business fits into GAIN's philosophy of investing in businesses with revenue generation," said Piyush Agrawal of GAIN.