A'bad start-up DSYH gets ₹1.7 crore funding

Will use the funds for recruitment, building IT infrastructure & a customer support team

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Ahmedabad: City-based startup 'Dont Scratch Your Head (DSYH)' that streamlines payments' calculation of all stakeholders in e-commerce marketplaces received a funding of about Rs1.7 crore from Mumbai-based Venture Catalysts. Vendors that sell their products on different marketplaces, marketplace platforms, logistics service providers and payment gateways are its clients.

"A single vendor sells products on multiple e-comm markets. Each has a different discount and commission policy. So vendors literally stretch their heads when calculating the payments. We have prepared a calculation methodology that streamlines the calculation of payments," explained Sumit Karanji, co-founder and COO, Dont Scratch Your Head, popularly known as DSYH.

Established in November 2015, DSYH has 50 vendors as users and charges them per transaction. It has processed over five lakh orders worth $7 million until now. The company has witnessed monthly transactions worth Rs1.5 lakh, which will rise to Rs5 lakh per month in the July-September quarter of the cur-

(L-R) Sumit Karanji, Suraj Vazirani, Harshad Vagdoda, founders, DSYH

> DSYH works in an area where there is no competition yet. They are addressing a pain point of vendors selling on e-commerce marketplaces. The model is not only scalable, but replicable in other internet-based businesses."
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> **Gaurav Singhvi,** *managing partner, VCats (Surat)*

> We are the central pillar of e-commerce companies, marketplaces, logistics operators and payment gateway. We reconcile their payments, which otherwise is a tedious affair."
>
> **Sumit Karanji,** *co-founder-COO, DSYH*

rent fiscal. The company is betting high on the growth of e-commerce in India.

"So far there are close to 30,000 vendors on e-commerce market places. The number is expected to rise to over one lakh by 2020. Hence, e-comm transactions will also rise fast," Karanji added.