

# Guj start-ups eye the bigger league

*Increase in the size of funding will boost morale of local start-ups, say experts*

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**Ahmedabad:** It seems as if it is the inflection point for the start-up ecosystem in Gujarat. At a time when local start-ups find it difficult to receive funding of Rs10-20 lakh, some of their peers have raised the bar by receiving funding worth crores at a fraction of equity dilution.

Stakeholders in the local start-up ecosystem say that Gujarat has been a late starter in the new-age start-up phenomenon, but of late, the start-ups are maturing and such cases will boost their confidence.

City-based Lendingkart on Monday raised Rs205 crore from multinational institutional investors. While this figure is difficult to match for local start-ups, Rs3 crore raised by Oneway.cab and Rs2 crore by Locanix has set the bar for start-ups to pitch against the investors.

"Quality is the key. If you offer global services, investors from across the globe will be ready to invest," said Hiranmay Mahanta, honorary director, GTU Innovation Council, which is instrumental in formation of start-up strategies in academic institutions across the country. Other stakeholders feel that Gujarat is poised for more funding. "People are optimistic about Gujarat. Compared to tier-1 destinations like Bengaluru, where funding of Rs20-Rs50 crore is common, Gujarat is a late starter, but we are moving in that direction," said Chirag Patel, president of Ahmedabad chapter of The Indus Entrepreneurs.



**G** This will be a big morale booster for local start-ups. Local start-ups getting good funding will bring Gujarat on investors' radar.

**Vivek Kejriwal,**  
founder, Oneway.cab

**G** With more awareness, more start-ups, more incubators, an ecosystem is being created that is conducive for the growth of start-ups.

**Pavan Bakari,** angel investor  
and director, Bakari Group



Ahmedabad start-ups received an unexpected boost from Google recently. At an event organised by Google and Nasscom in Mumbai, over half a dozen start-ups were promised server hosting facility by Google, which otherwise would mean an expense of Rs14 lakh per annum for them. Gujarat Technological University had sponsored the start-ups last weekend. They are hopeful of increased support from Nasscom as well.