



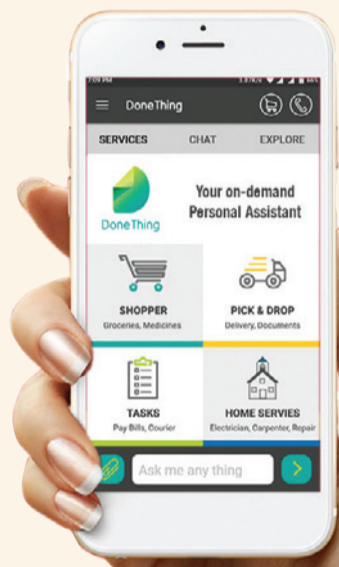
Co-founding team; L-R: Karan, Sonal, Chetan and Rohit

## What Is Your Time Worth?

How often have you looked at the clock stunned because even though you've been scrambling all morning, it's now noon and you have no idea where the time went or what you've actually accomplished? Prioritizing daily tasks is probably the toughest thing to do. Trivial task like making reservations, bill payments, depositing cheques, hiring an on-demand driver, etc. pre-occupy a significant portion of our day. Everything seems important and at the same time unworthy. Mindless multitasking has decreased productivity and killed creativity. How we wish we had an assistant we could delegate our chores to, and focus on activities that genuinely require our involvement. But, can everybody really afford a full-time personal assistant?

DoneThing is a task management solution made for people who are hard-pressed for time or simply prefer assistance. The solution, when needed, is a personal shopper and errand boy that efficiently undertakes day-to-day tasks on behalf of its users, such as picking up all items of daily usage from the local market, sending couriers, applying for Aadhar, arranging last minute passes for a cricket match, getting a document notarised, facilitating home and car repairs and a lot more. All one needs to do is to uninstall unnecessary stress and agony of unfinished pending-to-do lists and to install this mobile application that sets everything ready in their respective place, best part being right in time and just the way you would have done it on your own.

The personal assistant solution, operational since June 2015, provides four core services – Personal Shopper, Pick & Drop, Task and Home Service.



DoneThing mobile application combines best features of product discovery platforms and conversational commerce. The services are truly limitless, so the users are free to state their requirements and customisations. Human agents, allocated as soon as a request is placed, accomplish the task on-demand basis.

Founded by Rohit Pansari, Sonal Saraogi, Chetan Agarwal and Karan Saharan, the seed funded start up uses a mix of in-house team of agents, third party logistics and a slew of retailers and service providers to fulfil 1,200 requests it receives on a daily basis. The start-up's user base has grown by 45% over last two

months to 80,000 users and currently moves merchandise/service valued more than Rs. 10 million on a monthly basis. Working professionals form the biggest user group for DoneThing app which is rated at 4.4 stars on leading mobile application store. "Our service generates some unique requests as well, from walking the dog to porter shopping bags to waiting in bank queue as an after-effect of demonetisation. But at the end of the day, it has translated to carrying out and fulfilling many chores, and therein lies the opportunity", says Pansari.

Now having a personal assistant is not confined to the affordability of the opulent and affluent. DoneThing as a solution is designed for fast growing Indian middle class population and is very affordable - base charges as low as Rs. 100. Being an on-demand service is an added benefit; the customers pay only when they use the service.

Of late, few small and medium sized businesses have started using DoneThing. Their favourite of course is pick and drop service – as runner squad for sending invoices to customers and collecting cheques; as delivery fleet for home bakers and cooks; or as ad-hoc office boys for taking prints to arranging office parties, etc. The proposition does not only save money but also management bandwidth otherwise required to manage a fleet. DoneThing, basically is their standard in admin department.

Daily to-dos are those tiny droplets forming the invisible ocean of stress for individuals who overlook and ignore the fact that it is in real impediment in their growth in all perspectives. So, next time life throws conflicting situations at you where making the right decision and doing the right job at the right time is vital, know the value of your time and DoneThing your success.

For more details log on to: [www.donething.com](http://www.donething.com)

## Excelus Tushar Parekh Group : Defining The Gourmet Snacking Landscape

The journey of Tushar Parekh may inspire many young entrepreneurs to take that leap of faith and follow your dreams.

Started as a young entrepreneur who was running a Medical IT company in US in 2011, Tushar Parekh – the owner Excelus Group, decided to return to India to explore opportunities in new category. He explored the first opportunity he got with a global food & beverage company and sets up a plant at Kolhapur, Maharashtra to manufacture snacking products. The determined entrepreneur decided to get to dirty his hands and gets complete grip on the overall business & operations.

Only to realise that big companies in the space are too scared to do any product innovation and even if they do so, they don't breach the

existing price bracket which is created by themselves. The consumers get same traditional kind of snacks with little variations on flavours and forms. He decided to break this cluster and started working on innovating snacking products for Indian consumers.

While doing contract manufacturing for many big names in the space, He sensed the need in premium snacking and introduced kettle cooking to Indian consumer with a brand called 'Kettle Studio'. These 'thick cut' 'slow cooked' gourmet chips created an image in the mind of discerning consumers within a short span of time. The group is now launching a new brand 'The Grannary'.

Tushar says, "A start up is all about identifying a need and work towards fulfilling this need of the consumer. A person who successfully does that takes first step towards success. I also realised that an Indian consumer who is well travelled is looking for better snacking product but not getting it. The Board Rooms are serving regular Namkeen and Biscuits. Fitness Freaks are asking for healthier product without compromising on the taste. The demand is coming from these new age consumers. They all deserve innovative products and hence, we came up with a product range under the brand 'The Grannary'. The brand aims to satisfy needs of this urban, arrived population (approx. 90 Million). The first product is a multi-grain chips in 4 international flavours. The product ticks all the right boxes. Its tasty & wholesome premium snack with guaran-



Sour Cream, Chives & Cracked Pepper

teed 'no greasy hands'. This unique product has approx. 40% less oil than a regular potato chips but doesn't compromise on taste. This gourmet product is a perfect snack for all occasions and casual munching. We are launching this brand in June 2017 in India as well as in Middle East and will also introduce other formats and variants in due course of time".

Grannary is being launched under a growth venture created with Times Group's Springboard Ventures. Springboard creates growth ventures with corporate houses and seasoned entrepreneurs to build businesses that are category creators, asset-light and highly scalable in nature and have a brand based customer acquisition strategy.

'The Grannary' would be available at all major modern trade outlets and select convenience stores near you. The product is being offered in 2 formats, regular packs and canisters. The product range starts from Rs. 40.



Tushar Parekh



# ONDOOR - India's Comprehensive 'Brick n Click' Fresh & Grocery Venture

The food & grocery market in India is currently estimated at \$400 billion and is expected to gross over \$1 trillion by 2020 according to a recent report published by advisory firm TechnoPak. Interestingly, a vast & sizable bulk of this market will reside in the category B & C towns. A significant chunk of this market is also expected to convert to e-commerce platforms over the coming decade.

Without a doubt this is a complex market, and a largely execution-oriented business, where understanding the back-end operations with supply chain logistics and customer experience are seen to be a key differentiators. As one enters the smaller towns & cities, these two areas make managing operations even more challenging.

However, a resoundingly different message is coming for the sector from Bhopal where OnDoor, an aggressive young start-up in the space, has weaved a success story proving that it is indeed an execution play where core operational prowess in managing the procurement, supply chain planning & last mile deliveries hold the key to success. OnDoor operates a uniquely blended 'brick n click' model to give its customers an option to come to its stores or order online through a comprehensive technology bouquet of web-portal, mobile apps and call centres. This places OnDoor on a strong pedestal to not only serve the traditional touch & feel market that constitutes more than 95% of the total purchases, but also take advantage of the ensuing and rapid adoption to e-commerce.

OnDoor, launched in Bhopal in September 2015, has evolved its business model to encompass a unique blending of low cost operations finesse and an uncluttered understanding of the customer needs. This promising start-up has clearly drawn extensively from the experience of its Promoter Mr. N.S. Bapna and his 20-year-old Logistics & BPO venture, which manages more than 10,000 ground level manpower spread across 800+ offices across the country. "A consistent and superior customer experience will decide the eventual success in this business and therefore, logistics and customer service operations are the backbone of OnDoor" says Mr. Bapna. This realization and aptitude of the promoters group has proven to be a shot-in-the-arm for OnDoor.

Besides the coming of age of b2c e-commerce on the back of deep smartphone penetration and a maturing market, the Indian consumers' affinity for convenience and savings are the two engines that have really powered OnDoor's growth surge. Intrinsically, what has worked well for the venture is having an integrated business model at play which has not only tied up the Procurement-Storage-Delivery System very scientifically and efficiently by leveraging technology, but also has integrated all customer touch-points through a multipronged approach to market interface, both on-line & off-line.

OnDoor, which began with a modest delivery count of 250 deliveries per day is now making an average of 1,800 home deliveries daily in Bhopal. In less than a year, OnDoor has also opened more than 20 super stores, which independently attract almost 8,000 customer walk-ins daily, where apart from groceries, fruits, and vegetables, they can also place orders for fresh flowers and cakes. From the very first day, OnDoor's transparent return policy, low order value of free delivery, wide product range (7,000+ products), timely delivery record and an unmatched complaint resolution process got a positive response from its customers. This has translated into



With a better understanding of the daily order pattern and the consumption behaviour of the existing customers and armed with the learnings from the experience of other incumbents in the business, OnDoor refined and pruned its operations strategy to not only bring the delivery and exchange time down, but also improve the overall cost dynamics further," says NS Bapna



higher brand loyalty and a much stickier customer base of over 2 lakhs and with over 130000 apps downloaded in Bhopal. OnDoor today is clocking an annual turnover run-rate of Rs 100 crores and is doing so with a healthy operating profit. The investment returns of OnDoor are far better from its elder cousins and the promoters feel confident of scaling the business nationally to the levels of these players with less than one-fifth investment consumption compared to the peer group.

"Giving the customer better value for essential items like oil, ghee, rice, atta etc. has made the difference for us. Apart from maintaining a wide range of product offering, what has kept us moving in the right direction is our ability to offer honest price and an unmatched convenience without any extra cost", says NS Bapna.

Excited by the tremendous growth potential in the business space and buoyed by the nascent success of the hybrid brick & click model, OnDoor is planning a rapid yet measured expansion to emulate Bhopal model to 15 other non-metro cities across the country before hitting the metros, where it will be operating more than 1500 physical stores and fulfilling 100,000 online orders per day.

For more information about OnDoor visit [www.ondoor.com](http://www.ondoor.com) or email on [customer@ondoor.com](mailto:customer@ondoor.com)















Wheatgrass, Pomegranate, Beet Root, Spinach, Apple, Pear, Cucumbers, Mint, Cucumber & Lemon, Orange, Greens, Pumpkin & Cucumber

## A Juicy Cold-Pressed Startup

Fruit Juice is considered to be the healthiest component of daily breakfast, and even otherwise. But, is your 'Fruit Juice' healthy enough? Does it still have the nutrition that you are seeking for it? Is it making you healthy or adding your calories? An Ahmedabad-based Startup, 'Satvaras', has all your answers.

Satvaras has come up with a 'Cold-Pressed' juice option. But what is the significance of a 'cold-pressed' juice? The juice made by centrifugal mixers in households. The problem with juice is that it oxidizes quickly and degrades fast. Also, all the packaged juices available in the market are also 'hot pasteurized' with not natural nutrients. On the other hand, 'cold-pressed' juice is a very healthy option. 'Satvaras' has tapped into this space and positioned itself as a



L-R Krunal Patel, Sweety Patel, Dharmik Patel and Aavkar Raval

natural, 'cold-pressed' juice manufacturing company. Striking the cord with all the health-enthusiasts of Ahmedabad, Satvaras has carved the concept of 'Drink without Guilt'. 'Satvaras' juices are pro-

cessed every day and delivered fresh to its customers. They have launched a Mobile App for ordering and have a subscription-based model. This gives them an exact quantity to be delivered daily and so accordingly it is made as per the order. Satvaras is packaged in special 200ml bottles. Each bottle is competitively priced at Rs.75, with subscriptions starting from as low as Rs.1500. The usage can be as per the convenience of the customer. Launched in January 2017, they have touched based with more than 1000 customers through trials packs and subscriptions. The base is growing day-by-day. The best part is that the fresh juice is home-delivered to the customers. Satvaras installs special boxes at customer location where the bottles can be delivered every morning between 5am to 7am.

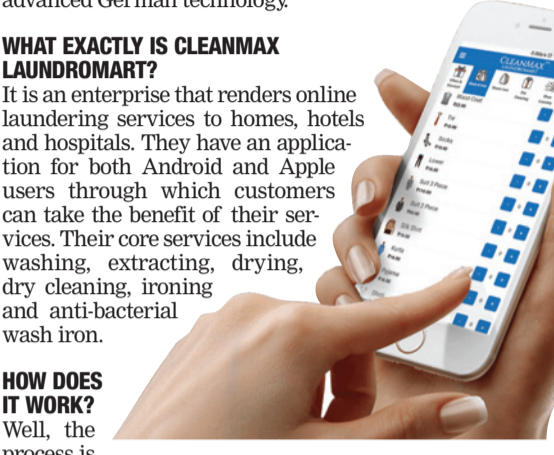
Dharmik Patel, an IT professional and one of the partners of Satvaras, was impressed by the idea of cold-pressed juices available in USA and UK. He thought of bringing this concept to India. The greatest challenge was the hot climate and so the whole concept of fresh juice delivery was conceived. Along with Dharmik, Sweety Patel, Krunal Patel and Aavkar Raval are partners of this amazing venture.

While Satvaras is creating a 'healthy juice' culture, it has also presented a healthy nutrition option for Vegans. Satvaras is sure to go a long way in coming time.  
**For more information log on to:**  
visit: [www.satvaras.com](http://www.satvaras.com)  
email: [support@satvaras.com](mailto:support@satvaras.com)  
or call: 18002332336

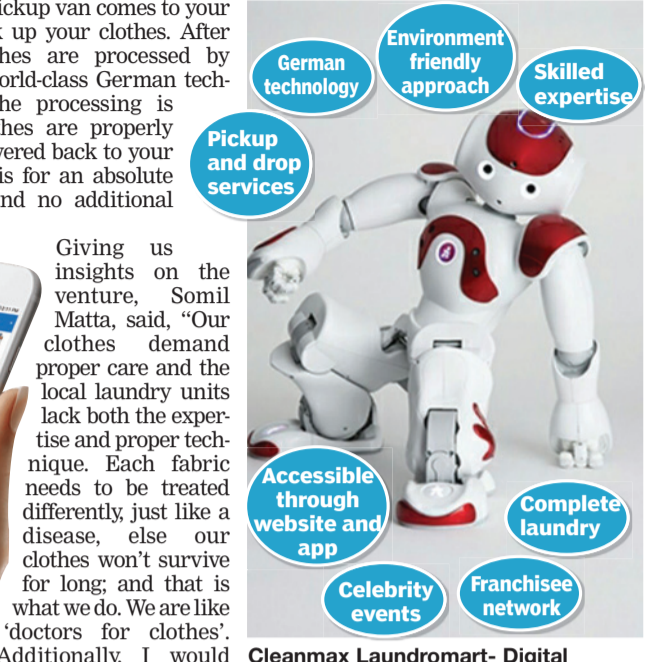
# Cleaning up your Clothes

## Second skin getting the best results with German techniques

With internet, everything is just a click away. But did you know that internet can even help you take care of your laundry? Yes, it unquestionably can! Cleanmax Laundromat is an Indore based entrepreneurial venture that has literally brought forth the concept of 'online laundering' in Central India. It is one of the first synchronized start-up for laundry which employees advanced German technology



Somil Mata Falciated by Lions Club



Giving us insights on the venture, Somil Mata, said, "Our clothes demand proper care and the local laundry units lack both the expertise and proper technique. Each fabric needs to be treated differently, just like a disease, else our clothes won't survive for long; and that is what we do. We are like 'doctors for clothes'. Additionally, I would like to thank Leo Club District 323 for their support, we will soon bring a revolution in the industry."

**Cleanmax Laundromat- Digital Laundrette**  
**For more details, visit:**  
[www.cleanmaxlaundromat.com](http://www.cleanmaxlaundromat.com)  
[info@cleanmaxlaundromat.com](mailto:info@cleanmaxlaundromat.com)  
**contact: +919165400077**



Somil Mata Falciated by Lions Club

### WORLD ENVIRONMENT DAY SOCIAL INITIATIVE

From World Environment, Cleanmax Laundromat has brought a number of reforms in the way they work, some of them are:

- Usage of renewable energy sources like solar energy for day to day operations
- Launching delivery through battery rikshaws, thereby going green
- In collaboration with NGO Jwala, which toils for the empowerment of women, they have started manufacturing environment friendly paper and cloth bags, and using the same for packaging of the clothes



# MyGreen Mart: The organic world at your door step

Eating organic has, in the past couple of years, been looked upon as a luxury, a trend, a fad, however most people fail to realise that eating organic is the only way mankind will see a healthy future. Organic farming should be viewed as either complete black or white, a produce is either organic or not, there cannot be grey about it.

At the helm of natural reorganisation process in India is MyGreen Mart, a premier organisation to take up organic farming on scientific and corporate level. To breathe life into mission, they bring fore modern business practices, financial management and systems. They empower people with skill sets that have propensity of global scaling. At MyGreen Mart they follow fair trade practices and zealously adhere to community development, are in the form of contract farming with community grower groups, agro consultancy or product marketing. MyGreen Mart sources its fruits and veggies

from organically certified farmers and every piece of produce in the store can be traced back to its origin. It ensures complete transparency in buying organic foods.

MyGreen Mart is promoted by Steve, who completed his diploma in Environmental management (NILCM, Chennai). He has an experience of 16 years in FMCG, material handling, packaging, farming and IT. MyGreen Mart a proud ISO 9001: 2015, 14001: 2015, HACCP India Organic Certified Company. It only houses the healthiest organic fruits and veggies, free of any pesticide, fertilizer and genetic modification & therefore have higher nutrient and mineral content than regular produce.

Apart from fruits and veggies, MyGreen Mart has a dedicated corner to organic beauty products, spices, flavoured fox nuts and organic salads. They are planning to

launch organic clothing too. Offering fresh exotic vegetables with guarantee of high freshness and no chance of rot and decay. Some of fresh exotic vegetables, known for delicious taste and high nutrition value are baby corn, broccoli, lettuce, zucchini, capsicum, cabbage, jalapeno chilli, asparagus and many more.

MyGreen Mart introduces customised Hydroponics Solutions for kitchen garden and commercial use.

MyGreen Mart delivers across the country with the help of a wide network of channel partners, orders can be placed online at [www.mygreenmart.in](http://www.mygreenmart.in).

For more information contact:  
**MyGreen Mart, Shop No. B-7, "Jaidev Apartment", Gondwana Square, Byramji Town, Nagpur - 440013**  
Tel: +91 - 712 - 6556622,  
Fax: +91 - 712 - 2546918  
URL: [www.mygreenmart.in](http://www.mygreenmart.in)  
E-mail: [steve@mygreenmart.in](mailto:steve@mygreenmart.in)



# An Online Jewelry Brand With A Brilliant Home-Party Business Model For Women

While most of us are only focusing on the latest jewelry trends, some wise ones are also studying the market intelligence of this industry.

The gems and jewellery sector contributes around 6-7 percent in the GDP of India. With a mission to let more small-time business add to the Indian economy, an online silver jewelry brand, SILgo.in is encouraging the non-working class of women to become SILgo agents, Dyuti. SILgo is the brainchild of entrepreneurs Bela Badhalia and Nitin Jain who are based out of Jaipur, one of the best jewelry hubs in the country.

Developed on a work-from-home model, SILgo lets women sell jewelry in their closed circles making them become financially independent. One can also choose to trade the jewels online after receiving training from SILgo experts on how to encash the rising influence of social media.

Badhalia says, "Our strategy is not only to let women become stronger financially, which is an issue in our country, but also to empower the local artisans. Our mission definitely includes vigorously acting upon the 'Make in India' project." Apart from adding value to the society, the brand is enthusiastically joining hands with traders who understand the fast consumption taking place in the jewelry market. Jain adds, "The gems and jewelry sector in India can see many small players mushrooming every year. We see

get conned and lose faith, he says this is a huge market for those with authentic knowledge. He plans integration of credible tie ups across the country in the ancient temple circuit for authentic travel plans, energising pooja's and remedies. A unique knowledge based gems/jewellery fashion tie up is being explored with a leading fashion designer.

Anupam predicts that the start-up business will see the big boom in 2019 when Jupiter aspects India's natal moon and lagna, besides 2019 adds to 3, ruled by Jupiter, the planet of knowledge and expansion. He adds that start-ups should be launched on a good number and muharat to see smooth growth, descending phases of the moon and tithis till the fourth phase of the moon and nakshatras which are Vipat, Sampat and Pratyak, must be avoided as they create needless obstacles and failures. The right name of company, numbers, colours as per one's stars are important for effective brand positioning and success.

**For more details email:**  
[anupamkapil@gmail.com](mailto:anupamkapil@gmail.com) or  
SMS 9822042295



Nitin Jain Bela Badhalia

# GIVING WINGS TO IDEAS: FITT to work, from IIT Delhi

This is a column on India's most vibrant startup incubators and accelerators. These institutions are playing a vital role in mentoring and advising young and first-time entrepreneurs.

**THE IDEA:**  
The industry-interface organization at IIT Delhi - Foundation for Innovation and Technology Transfer (FITT) - helped create a technology business incubator unit to facilitate research spin-offs, as also to provide a startup platform for new age businesses to leverage the technology expertise at the Institute.

**BENEFITS TO STARTUPS:**  
Infrastructure, mentorship, access to IP and technology, access to investors and industry

**USP:**  
"Ours is a developed ecosystem that nurtures techno-entrepreneur-

ship by providing end-to-end support solutions. It is a low cost proposition towards achieving their dreams," said Anil Walia, MD of FITT, IIT Delhi.

**PROGRESS:**  
It has incubated 60 startups; 18 are currently resident; about 35 have received funding support

**SUCCESS STORIES:**  
KritiKal Solutions was the first student-faculty led startup from IIT Delhi. It works in the area of embedded systems and computer imaging for national and international clients. The company has over 150 customers across the globe. Medical tech startup Wrig Nanosystems raised funding of Rs 15 crore from Flipkart co-founders and others in 2015. Faros offers driver training simulators and has large clients like the Indian Army, Hero, CSIR, Coca-Cola and Ashok Leyland.



Anupam V Kapil

# Start-ups to boom in 2019 predicts ace astrologer

It is not only young Indian entrepreneurs who are making waves, even famous columnist and author, Anupam V Kapil is set to chart new territories and is very much a part of the start-up game, where ancient knowledge fused with technology is to provide transformational solutions to clients.

Anupam, best known for his popular daily horoscope column with Times of India, is India's first numerology columnist and Penguin author and India's only phonetic numerologist. According to Anupam, he was the only one who predicted the 9/11 New York, 26/11 Mumbai attacks and also those on Paris, Turkey, Britain, Germany. He correctly predicted rise and fall of Prime Ministers in India besides the Cricket World Cup. He says the future challenges

will be in Europe & the Middle East and predicts that India will be the safest country for business.

Anupam appears frequently on national TV channels. He is also a body language expert and graphologist. With 30 years of experience and having read hands and stars of the like of former PM Chandrashekhar, Mathew Hayden, Sanath Jaisurya, Rahul Dravid, Kareena Kapoor, Preity Zinta, Lara Dutta, Chandraswami Farah Khan, Annu Malick, Indian kabaddi team, Anupam is consulted by not only by celebrities but also the common man. Anupam himself is planning a start up on transformational journeys for guiding people based on their horoscope indications, as he says that the temple circuit in India is full of mediators and touts who exploit gullibility of visitors. People get wrong advice,

get conned and lose faith, he says this is a huge market for those with authentic knowledge. He plans integration of credible tie ups across the country in the ancient temple circuit for authentic travel plans, energising pooja's and remedies. A unique knowledge based gems/jewellery fashion tie up is being explored with a leading fashion designer.