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# BIZTECH

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# TEA TIME

## Authenticity of chai for every home

- C Meghana

In a country like India, tea is undeniably the most consumed beverage, and tea in India is known for its unique blends and quality.

TEATIME, famous for its dum-tea and many authentic beverages, had a meteoric rise from 10 stores during its initial years to 1400+ stores. Within a span of 3 years, they segmented themselves as the 'Best Tea Franchise' in India because of its unique taste, quality & expertise that goes in before the cup reaches you.



The success of this company is because of the vision of this gentleman UDAY SRINIVAS TANGELLA – The founder and CEO of Teatime Group who had the idea to provide the best quality beverages at the best prices across the world. When he was an employee at UAE, Uday noticed that tea or coffee at most cafes are overpriced where an ordinary person cannot afford these beverages; that is when he left his job and laid his first brick of success at Rajahmundry, AP. The demand for well-priced beverages went over the roof, which is when he decided to develop a business model franchise and began working on its expansion.

Tea Time is considered as one of the most successful start-ups because of its fast-growing brand value as the unit franchises are set up across AP, Telangana, Kerala, Uttar Pradesh, Madhya Pradesh, Odisha, Goa, Rajasthan and have further

announced that they are ready to establish their franchises at UAE, Sri Lanka and Bangladesh.

This franchise can also be affordable for a middle-class family because it requires significantly less investment and follows Kiosk model of business. A minimum amount of 4.25 lakhs was required as the registered capital and the company is highly profitable with their profit margin ranging from 40% to 50% and an average payback in 5 to 10 months.

Great ideas always come as a part of your daily life. Never neglect them - instead, nourish them until they turn to be a part of your success journey.







Street Cause is the largest student-run NGO in Hyderabad. It started in 2009 at Sreenidhi Institute of Science and Technology by a student Akhilesh Jukareddy with his friends to help and serve society by following strict financial transparency. It now has students from more than 55 divisions in different colleges all over Hyderabad, with a workforce of 8,000+ and 10,000+ alumni. Till now, Street Cause (SC) Hyderabad accomplished 7,500+ projects.

Street Cause Hyderabad has a Permanent Chair, Board of Governors and Governance Committee, a Chief Executive Board, Units and Divisions in order of

hierarchy. The Divisions are its primary units.

**The Permanent Chair (PC):** The founder and few others play a significant role in mentoring and monitoring activities in Street Cause.

**Board of Governors (BOG):** Each member of the Board has a tenure of 2 years. They are completely involved in every activity of Street Cause, and the Chief Executive Board reports to them directly.

**Governance Committee:** This committee overlooks the vital part of the organisation: finance and legal activities. They have a tenure of 3 years.

**Chief Executive Board:** It contains Executive Board members who have specific roles to play for the organisation. It includes the President, General Secretary or Associative President, Vice Presi-

dent, Treasurer, and other Executive Board Members.

The different units established under it are:

**Hyderabad Youth Assembly** which follows the United Nations Sustainable Goals and conducts projects.

**Street Cause Paw** is the animal welfare wing striving to protect animals.

**Street Cause Pride** works to spread awareness for the LGBTQ+ community and the concept of 'Holacracy'.

**Street Cause E Force** works for environmental sustainability.

**Street Cause Gold** serves as a platform for working professionals and graduates looking for a chance to benefit society.

**Street Cause Innovation and Research** does comprehensive research and brings in new project ideas.

In 2020, the organisation had a

turnover of INR 1.3 Crore and spent INR 1.07 Crore impacting over 90,000+ people. One of the notable projects done during Coronavirus was Project AASHA, which impacted around 2000+ people by donating medical supplies, blood, and plasma and providing groceries to the Queer Community.

In 2021, Street Cause brought its vision in action to expand to other cities in India. Presently Street Cause commenced in Bangalore, Kochi, Chennai, Pune and Vishakhapatnam.

A student started this organisation, and students alone run it, which gives people a solid, inspiring message that the youth are rising and standing with their community and serving them.

- R Varshitha Reddy

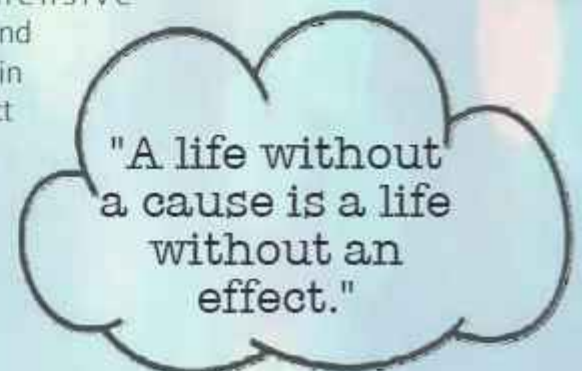


Image source: <https://www.streetcause.org>





# INDIA'S LARGEST YOUTH FESTIVAL



Source: <https://www.quora.com/What-is-the-Under-25-Summit>  
<https://www.forbes.com/sites/abehal/2015/11/21/making-young-indian-startups-with-the-under-25-club/bly-5z086abc0e9>  
<https://under25summit.com/>

## Under 25 Club TM A community aimed to shape and inspire the world

When it comes to fresh ideas and entrepreneurial enterprises, young India is leading the way, so why not build a network for people aged 25 and under who want to be taken more seriously? That's exactly what two enterprising teenagers did when they started the Under 25 Club as college students and turned it into a company.

Shreyans Jain, one of the Bangalore-based co-founders of the Under 25 Club, says, "We knew we always wanted to start something, but age always became a function of talent." "It's an issue for others who say things like 'he's not serious or 'this won't last,' so we wanted to change that perception."

India is known for having one of the world's most

dynamic startup ecosystems. In India, 50% of the population is under the age of 25yrs.

The founders said they received an enthusiastic response from Bangalore and from all around the country when they created a platform for youth who wanted a method to interact with like-minded business folks.

Because of the club's early success, the two founders decided to host their first Under 25 Summit in 2014. The first year of the summit drew a hundred individuals; the 2015 edition drew over 1,200 people to Bangalore's World Trade Center to see the event.

Food, music, technology, design, and young achievers have all been included in the summit's categories. With

a lively mix of informative and vibrant content, the event has taken on a youth festival-like atmosphere, allowing young business voices to be heard.

The concept for a tech hackathon, a 24-hour gathering of young coders to come up with new goods and revolutionary solutions, is one of the summit's attractions in Bangalore's tech hub.

Under 25 summit can be an excellent opportunity for the young generation of India to showcase their skills and talent and a chance to change the world. It is a perfect platform for the young generation to get to share their ideas and inspire the community.

- Gaddam Shashank



# MOM

## MAD OVER MARKETING

A page that curates lovely marketing stories

- Bhuvan & Dheeraj

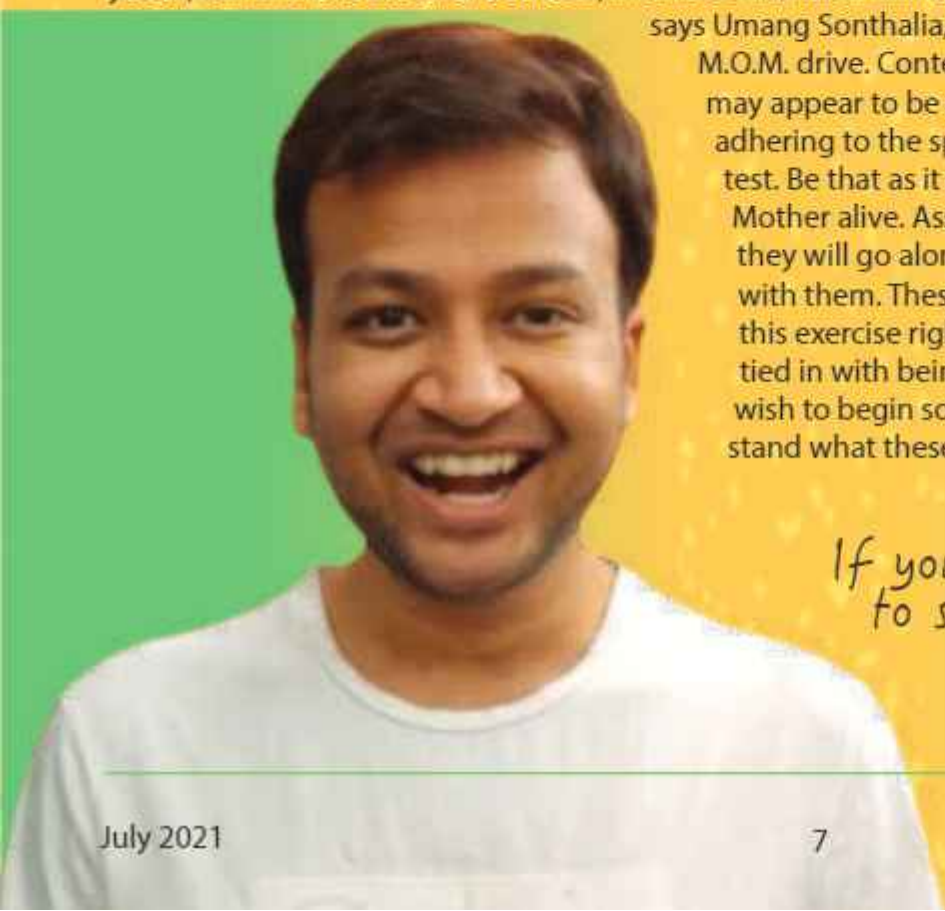
Mad Over Marketing is a Facebook page that breathes about marketing. Run by a bundle of 5 individuals who began as a bit of drive, frantic over promoting now has more than 10,000 fans inside eight months. Facebook is a permanent place to stay for many business pages all out there to impart something or the other.

Some can cause an imprint while numerous moves, washed away with time. Content is the significant differentiator! In the present occasions, you may produce a tremendous unique substance or clergyman it. Frantic over Marketing is doing the latter. As the name goes, it is tied in with marketing clergy members exquisite promoting stories on Facebook, alongside being publicly supported. M.O.M. was brought into the world over a school fest, and the aim was to encourage interest among students.

Later, M.O.M. was Launched on Facebook in January 2012, and the site has developed from sheer verbal. "M.O.M. to us isn't only any page that we keep up with to earn fame and 'preferences. On the off chance that we see it in the current state, it has become an integral part of our identity. The accomplishment of M.O.M. can be ascribed to the straightforward explanation that we, as agents of the present youth, can without much of a stretch, interface with their mind and strike the right harmony of interest",

says Umang Sonthalia, one of the cerebrums behind the M.O.M. drive. Content is the differentiator, and curating may appear to be a simple occupation at first; however, adhering to the specialty without being tedious is the test. Be that as it may, the rich blend of minds is keeping Mother alive. Assuming you enhance individuals' lives, they will go along with you and back you until you are with them. These advertising understudies have taken in this exercise right off the bat in life when all that today is tied in with being social and human. Also, assuming you wish to begin something friendly, you should understand what these folks at M.O.M. accept:

*If you need your undertaking to succeed, make the client the lord of your fate.*





# NYKAA

## The Augmented Beauty Boutique

- Deepshika Yadugiri

Falguni began wishing to be an entrepreneur after quitting Kotak Mahindra, but little did she know it would ignite a fire that would go on to reform the beauty industry in India altogether.

Despite the reality that attractiveness is really in the spectator's perspective, the beauty and cosmetics business has never lost its allure. Coupled with its consistent expansion, the sector has amassed a devoted client base that spans decades. Beauty products play an essential role in all our life, from prepping for a ceremony or perhaps an event to simply laying on a bit of application before work.

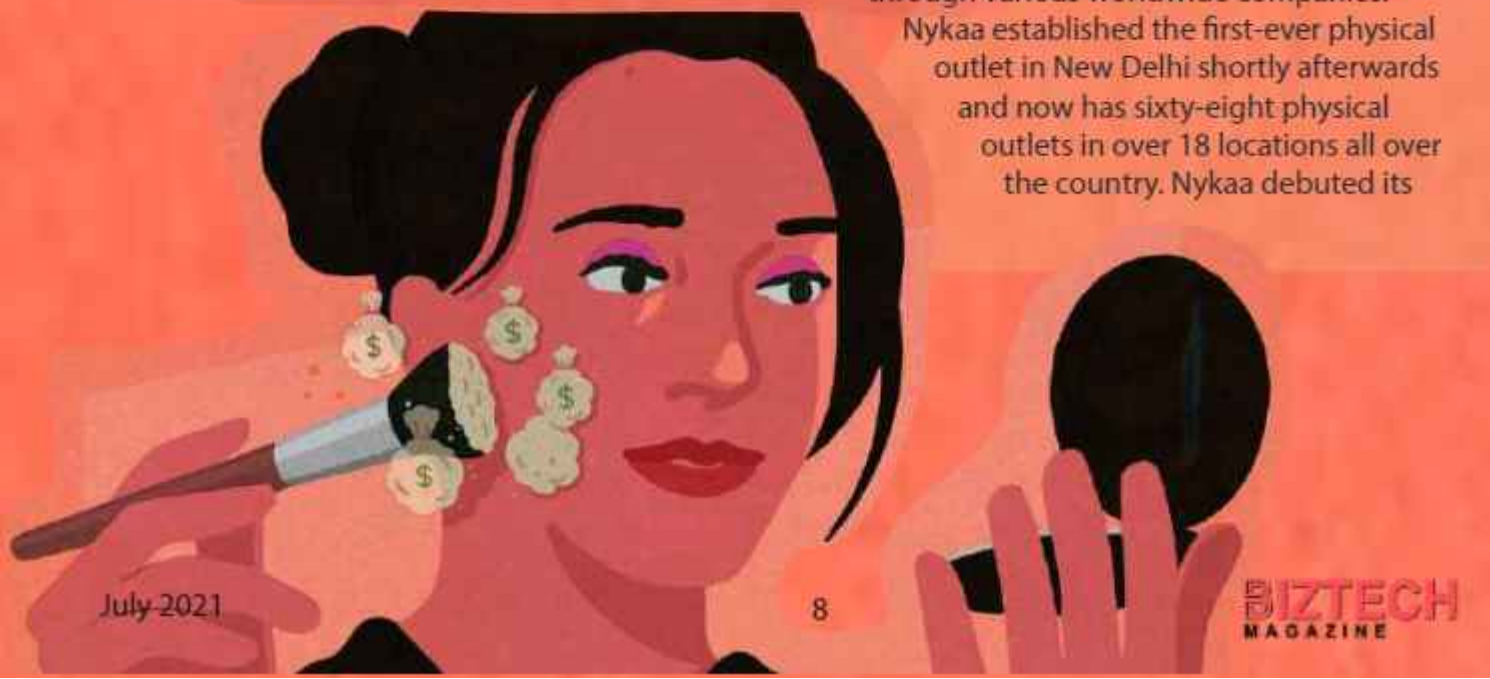
However, all have come to a great distance from when consumers had to go to a beauty establishment in person. Why must concrete block boutiques become the only choice when increasingly digital beauty retailers enable consumers to purchase merchandise at any

minute & from anywhere? Regardless of the premise that the nation's economy has hit an unprecedented downtrend in subsequent quarters due to the Coronavirus pandemic-induced shutdown, a handful of portals remained stable. Nykaa, a leading digital marketplace for health and cosmetics products, is just among those venues.

Nykaa is indeed an Indian cosmetics company that specializes in cosmetics and skincare solutions. Before expanding, the company launched as a solo digital platform to include physical locations in several significant sites throughout the country. Being inclusive for all genders, the company specializes in providing a wide range of aesthetics, grooming, hair styling products, perfumes, body care, gourmet, and fitness merchandise. The website, which claims to attract well over 2 million visitors monthly from all over the country, permits only appropriately packaged and marketed trademark goods.

Nykaa's inventory structure distinguishes itself against its adversaries. The items are usually acquired via corporations themselves or the intermediaries and then marketed straight to customers under this approach. This would be in comparison to other platform's systems, in which third-party merchants offer the items. The above helps Nykaa keep its products safe and prevent fraudulent commodities from entering the website. Nykaa began as just an online forum in 2012, showcasing health and cosmetics items through various worldwide companies.

Nykaa established the first-ever physical outlet in New Delhi shortly afterwards and now has sixty-eight physical outlets in over 18 locations all over the country. Nykaa debuted its







Falguni Nayar  
Founder & CEO  
Nykaa.com

Source: <http://single-workflows.com/nykaa-business-model-how-you-can-replicate-it/>  
Image source: <http://www.shopify.com/blog/hell-male-up-online>  
<http://www.businessworld.in/article/Falguni-Nayar-the-Face-Of-Nykaa/03-2018-147149/>

self-branded beauty supplies range in 2015, while in 2016, it moved into the shower and skincare segment.

Nykaa is expected to be valued at \$1.2 billion by 2020, establishing it among the nation's most significant profitable businesses. Nykaa has been eligible to profit even higher in 2017, merely half a decade since starting functions, owing to mostly the adopted business model. Initially, the expense of gaining additional subscribers was already over Rs.1000, but it subsequently reduced to Rs.200-250. Nykaa acquired Rs 1,159.32 crore through revenues in the Financial Year of 2019, a well over 100% increase over the previous budgetary period. Achieving a gain of Rs.2.51 crore in Fy 2019, the firm became prosperous.

The company seems to have several significant initiatives in the works to impact the lifestyle and cosmetics sector, and all of that has been concentrating on delivering high-quality commodities and experiences to customers at moderate prices. This website has much potential to grow and achieve a more dominating presence in the foreseeable ages.







# Dunzo

Nothing Worth Doing is easy

Dunzo, hyperlocal delivery app that has competitors like Swiggy and Zomato made its landmark. A start-up that raised 40 million (290 crores) in 2021, was founded in 2014 with a WhatsApp group and gained popularity that it had rose into a full-fledged business. Dunzo has started providing services in several cities across India like Bengaluru, Jaipur, Hyderabad, Pune, Mumbai, Gurugram and a bike taxi at Gurugram.

Dunzo was founded by Kabeer Biswas, an alumnus of the University of Mumbai, with three other friends – Ankur Agarwal, Dalvir Suri and Mukund Jha in 2014. Kabeer mentions he got this idea when he was living in Gurgaon, where he had a crazy schedule. Living with all modern amenities, he found it very difficult to find time to do chores and other tasks at home; that is when the idea of Dunzo started. Now, dunzo's net worth is USD 307 million in 2021.

Dunzo's first round of funding of USD 650K in March 2016 was from Blume Ventures, Aspada Ventures and other investors that include MD of Google, Rajan Anandam and Sandipan Chattopadhyay.







In December 2017, Dunzo received its next round of funding from Google and other existing investors. This was Google's first direct investment in a start-up in India. On 29 August 2019, Dunzo raised 34.56 crore funding by issuing debentures. The story is not over yet; Dunzo has partnered with FMCG-major PepsiCo to deliver its snacks brands to the customer's doorstep in Bengaluru with PepsiCo's 'Direct-to-Customer' initiative. That same year, Dunzo also partnered with Google Pay to provide grocery, medicine delivery, and other services like bike taxis, etc.

Dunzo is deploying over 250 MFC's to serve 7+plus neighbourhoods through a network of local merchants. Dunzo's Gross Merchandise value is expected to grow from USD 200Mn at a CAGR of 150% over the next two years; this growth aims to scale up their operations to 20 cities by 2023.

-- C Meghana



Source:  
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<https://www.dunzo.com/>





# CRED

## Your finance manager

CRED has been one of the finest apps on the app store for earning incentives for paying your bills with just a few easy clicks. It's effortless to use. The CRED app features a lovely UI and UX design.

Users may join up for the app and view all of the current credit card bill payment offerings. Many people who use CRED apps regularly pay their credit card bills using payment apps or straight from their bank.

As the user pays their bills, CRED Coins will accrue and may be redeemed for incentives. Kunal Shah is the creator of the "CRED" program and the "Freecharge" website, which he launched on August 15, 2010, and was later purchased by SNAPDEAL in 2015.

CRED can earn money in a variety of ways.  
 Make a listing fee offer.  
 Data were belonging to the user.

CRED's business model is based on rewarding customers for using the internet platform to pay their credit card bills.

The application employs AI algorithms to track each and every activity, including credit card payment journeys, due date reminders, spending trends, and other card usage information.

Only customers with a credit score above a certain level are permitted to use the program.

### Fees for Listing Offers:

CRED promotes companies by displaying their products and services and generating income for them. Fashion stores, spas, Amazon gift cards, and other businesses are all offering deals.

Users may choose their deal by spending CRED Coins earned by paying credit card bills, which they can earn using the app. Businesses pay CRED fees in exchange for their business being referred to them. This is the most significant source of income at the moment, and it is largely found in CRED's revenue model.





### User Information:

CRED gathers your financial data when you pay bills and use the app to provide you with better offers in the future. For their credit cards, loans, and other economic goods, financial organizations constantly seek the most feasible consumers.

CRED users are regular customers who are essential to financial institutions — they are youthful, tech-savvy, and frequent product purchasers.

Banks and credit card firms pay CRED to gain access to the data or to market their products to these consumers directly.

### Conclusion:

CRED partners will be able to see incentives on the app to businesses. Clients of these companies become consumers who redeem CRED coins for discounts in exchange. With more credit card clients using the app, they will get more customized financial information.

Financial organizations, such as banks and credit card companies, benefit from such a comprehensive approach since consumer transaction costs are lowered.

— Deepak Konreddy

Reference:  
Business Model of CRED | How does CRED make money? (startuptally.com)  
Indian startup funding in H1 2021 exceeds 2020 levels, expected to touch record levels in 2021 (yourstory.com)





# Delhivery: The Unicorn of E-Delivery

Delhivery has grown from a modest food delivery company in 2011 to over 20 automated sort centres, 85+ fulfilment facilities, 75+ hubs, 3,000+ direct delivery centres, 7,500+ partner centres, 15,000+ cars, and 40,000+ team members who distribute over 1.5 million packages every day.

Because of their distinctive, out-of-the-box, and convenient offerings, several of India's leading startups have become unicorns. Delhivery, a successful Indian unicorn and one of the e-commerce businesses that revolutionized delivery services in the country, is one such example.

Delhivery's product and service portfolio has grown significantly throughout the years. Their proprietary network architecture, infrastructure, relationships, engineering, and technological skills disrupt India's logistics business.

## The Business Model

The Delhivery business model is a B2B strategy, where Business people are served primarily. The businesses are charged, while the customers are not.

The services provided by the organization are divided into three departments or verticals, Warehousing, transportation, and commerce.

However, transportation accounts for most of their revenue. It operates on a plug-and-play business model and offers a solution to all clients who wish to convey their items to their respective customers.



# Setting up benchmarks for the logistics and supply industry in India

Awaited IPO: \$500M

The company has finally planned to issue an IPO after a decade of operation, thanks to solid prospects and a passionate workforce. According to co-founder and chief executive Sahil Barua, the company hopes to go public in India between December this year and March 2022. Though the specifics are yet to be revealed, the issue is expected to cost between \$400 and \$500 million.

COVID 19

With the onset of the Covid-19 pandemic, the logistics and supply chain industry has been forced to reflect on its importance and efficiency. Delhivery has been effective to some extent during this time by providing much-needed "last mile services." Among its competitors, Blue Dart, FedEx, and DHL also ramped up operations in response to the pandemic.

– Gaddam Shashank



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# GoMechanic

The middleman we all require.

Maintenance is one thing that every Indian is most concerned about while buying a car apart from mileage, price, and other features. But often, one has to choose between paying a massive amount for an authorised service centre where quality is assured chiefly or going for a local mechanic shop at a low cost while compromising quality.

Here is where our start-up "GoMechanic" comes into the picture. It acts as a middleman where a customer's car is picked up at his doorstep, then service is done, and the car is handed over to the customer again at his doorstep with assured quality and low price. Sounds interesting, right? Indeed, it is!

The FOCO (franchise owned company operated) model is used by GoMechanic. It oversees a network of multi-brand service centres that operate according to a company-defined methodology.

When a consumer booking using an app, he receives automatic updates about his car's status throughout the process.

It has a spare component inventory of 5,000 and can provide a bill trail for each vehicle replacement. There is a set price for all of its consumers and service partners. The only difference is the amount of money they earn. In the industry, they are developing a maximum retail price (MRP) system.

The creators believe that the R&M industry is worth \$8-10 billion since every car out of warranties, which in India implies practically every vehicle older than two years, is a part of it.





# GoMechanic

They want to add more features in the future, such as auto accessories, detailing, insurance, and a purchase and sale platform.

Recently in a financing round headed by Tiger Global Management, it raised \$42 million. Sequoia Capital India, Orios Venture Partners, and Chiratae Ventures also participated in the Series C investment round.

GoMechanic has previously secured \$21 million in Sequoia Capital India, Orios Venture Partners, and Chiratae Ventures.

GoMechanic intends to expand its presence from 35 cities to 100 or more across the country and quadruple its technical staff from 60.

Kushal Karwa founded GoMechanic, Amit Bhasin, Rishabh Karwa, and Nitin Rana in Delhi-NCR, Hyderabad, Mumbai, Pune, Bengaluru, Chennai, and Kolkata, and now has over 600 vehicle repair workshops spanning 35 cities in India.

- Sai Deepak Konreddy

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# Banyan Nation

## "A Sustainable Pioneer"



The story starts with Mani Vajipey and Raj Madangopal, the Banyan Nation makers, re-evaluating recyclable plastic materials in India using their data intelligence platform innovation for waste administration and technique for fantastic recycled plastics. Both the founders have quit their jobs in Silicon Valley to launch Banyan Nation for a revolution in waste management procedures in India. Consequently, this start-up is altering the way the country perceives and comprehends plastic recycling.

Banyan Nation streamlines the waste value chain by combining the whole waste value chain into its business model, built around two unique procedures: an honour's data analytics technology and its plastic cleaning process. They created a data intelligence system for monitoring plastic production in major Indian cities. This allows the team of agents, hoarders, and vendors of recycled plastic to work together. This data intelligence service also offers price, component kinds, material usage, and other information. Furthermore, the waste value chain at Banyan Nation employs its patented technology to clean the recovered plastic it receives.

The relatively close quality recycled plastic granules produced are then sold to popular industrial and commercial FMCG companies.

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On a big scale, they also customize for the unique thermal and mechanical demands of brands. Mainstream companies in the automobile and beauty sectors have successfully utilized their materials.

The system began with an ideal tool that has now developed from a bud to a beautiful flower that could help governments and organizations track solid waste's creation and flow.



Banyan Nation is now investigating how this adaptable technology may be used in additional emerging nations.

Banyan Nation works to SDG12: Sustainable Consumption and Production by developing closed-loop manufacturing operations for plastic products which reduce waste; by building a water treatment facility for eliminating pollutants from both inbound and outbound water, India SDGs 14&6 substantially contribute to the conservation of maritime ecosystems as well as the quality of the water supplies, In addition, the intelligence platform has collaborated with an Indian non-profit organization to assist decrease toxicity in rivers, and ultimately, by collaborating with communities and enhancing water infrastructure, it aids to the SDG11 goal of developing sustainable cities.

-- Dheeraj Anchuri & Bhuvan Sathvik

