

# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE

*The ideal man bears the accidents of life with*

**DIGNITY AND GRACE,**

*making the best of circumstances.*

*- Aristotle*

# Greetings from **IMPACT**



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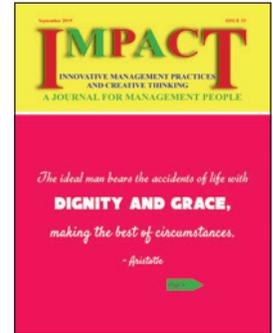
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Dear Readers,

September is a month of looking back and to assess ourselves and our progress.

September allows everyone to shed their summer skin, and maybe some summer sins, and begin setting new goals for the last few months of the year. With January creeping around the corner, September is the best month to remember, and scurry to complete, those New Year's resolutions.

This issue of IMPACT brings you with stunning articles for you to read, enjoy and respond.

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# Win With Grace Lose With Even More Grace

Everybody wants to win, either in education or in office or in personal life or in sports. Whether it is the student trying to crack the Entrance Examination at the first attempt or the young employee aspiring to capture the heart of his Boss to get selected to the higher cadre or the politician venturing to snatch the votes of the Electorate or the debut artist making efforts to hit the Box Office Hit in her very first film or the newly wedded bride attempting to get the admiration of her Mother-in-law, it is the dream of each and every one to WIN. Nobody wants to lose. Agreed. But somebody has to lose. All can't win except in a case of a tie, but here also, a toss is used to decide the winner.

This situation leads to a lot of tension, anxiety, obsession, mental trauma leading to physical illness



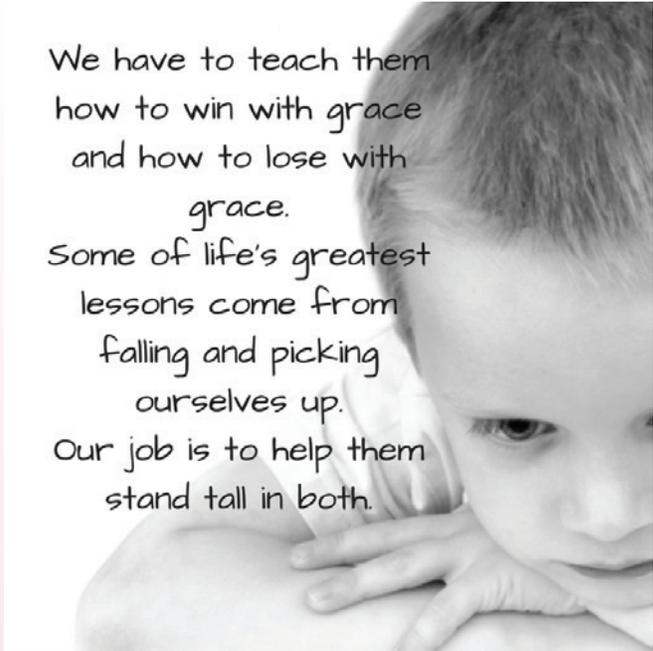
and what not. There is a fear of losing in every activity. This ruthless need to win is the cause of all worry and a feeling of forlorn.

Actually, winning is not the crux of the matter. It is the belief that if I lose, I am a loser for ever. It is not realised that by your mental strength and perseverance, you can turn victorious again.

The adage says- Failure is not in falling. Failure is in not getting up every time you fall.

## The other side of winning

Mr Wilma Rudolph says " Winning is great, sure, but if you are really going to do something in life,



We have to teach them how to win with grace and how to lose with grace.

Some of life's greatest lessons come from falling and picking ourselves up.

Our job is to help them stand tall in both.

the secret is learning how to lose. Nobody goes undefeated all the time”.

People are under great stress because of the constant need to always win at everything.

If you are bent up on winning all the time, you miss the joys of the journey towards the goal. You should have fun all the way, irrespective of the result.

Some times, losing is also a strategy- it may make the opponent complacent.

Nothing builds you except your thoughts.

Nothing limits you except your fears.

Nothing controls you except your beliefs.

Everything is within you only.

Without self confidence, even the days of the week turn into:

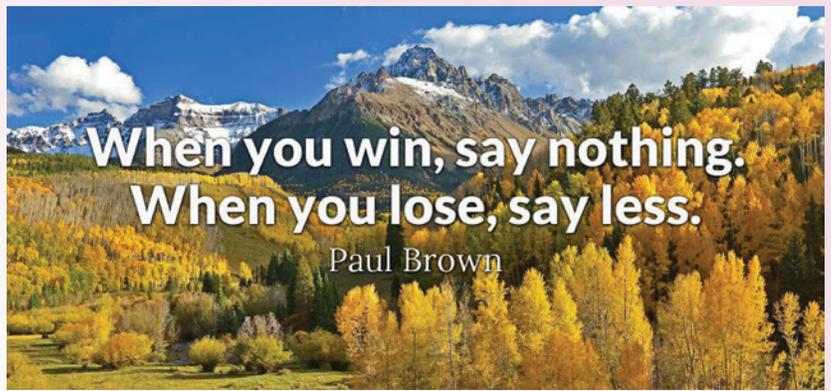
- Sad Day
- Moan Day
- Tears Day
- Waste Day
- Thirst Day
- Fright Day and
- Shatter Day!

## Success awaits you

If you can lose, if you can fail and you can get back up and you can learn from why you failed, that's where Success comes from- Mr Bobby Bones, the American TV Personality.

Let's learn from mistakes.

Max Muller said- Erasers are made for those who make mistakes.



But Swami Vivekananda said- Erasers are made for those who are willing to correct their mistakes and take lessons from them.

A bird sitting on a tree is never afraid of the branch breaking, because her trust is not on the strength of the tree branch, but on the strength of her own wings. Always believe in yourself.

## With Grace

Life may be tough at a few points. Tough times do not last, but Tough people do.

Destiny is not created by the shoes you wear but by the steps you take.

So let us accept life, as it comes. Victory or Defeat, let's take both with Grace, actually, the losing should be more graceful than winning.

### R. Venugopal

*Mr. Venugopal has served in LIC of India from 1968 to 2006 for 38 years and retired as an Executive Director.*



# Artificial Intelligence Is Transforming Management

These questions from Prof. Jordi Canals, along with many other issues, were addressed at a recent conference on **The Future of Management in an Artificial Intelligence-Based World**. The Barcelona conference brought together leaders from business and academia to share their insights into the current state of AI, what the future is likely to hold and how managers should prepare themselves for the changes ahead.

“Leadership is about people and artificial intelligence is about machines. But the borders are becoming fuzzy. We have to anticipate how this is impacting business in order to give us a head start,” said Dean Franz Heukamp.

Key takeaways from the conference included these 10 ways managers should approach AI:

## 1. Understand what AI is and what it will become

“AI is the new IT; it means lots of things to different people,” said **Dario Gil, vice president for AI and quantum computing at IBM**. AI includes machine learning, neural networks and deep learning, but has also become an umbrella term for many other data-related subjects.

AI is not a new technology but its time has come. According to Gil, AI was conceived decades ago



but didn't work well until 2012, when ever-cheaper computational power finally intersected with large-enough data sets that had been collected and labeled by humans (in the first instances, mainly images).

With good data, so-called "narrow" AI applications that work on a single task in a single domain can now achieve superhuman speed and accuracy. We are on the cusp of "broad," multi-task, multi-domain AI, which will be highly disruptive. "General" AI, with cross-domain learning and reasoning, will be truly revolutionary but is still decades away.

## 2. Be aware of the rising AI tide

**Julian Birkinshaw**, a professor at the London Business School, warned managers not to become complacent.

AI right now is mainly about making existing processes more efficient rather than having cognitive insights or providing cognitive engagement. "But the future," he said, "will be very different."

Birkinshaw used the analogy of living in a mountainous world and watching the water gradually rise. Territory we think of as safe – i.e. the things that at present only humans can do – will eventually be subsumed.

## 3. Test your black box data

**Dominique Hanssens**, professor of marketing at UCLA, described data as a set of answers waiting for managers to ask it the right questions. The analogy was picked up by INSEAD Dean **Ilian Mihov**, who described AI as being like an airplane black box.

But Mihov urged caution when taking the data out, asking questions of it and using it to build management theories. "It's interesting but it could



be dangerous; it could lead to false links between correlation and causation." To minimize risks, Mihov said that managers should understand and apply the scientific method by carrying out randomized, A/B testing on their data- or AI-derived theories before assuming them as facts.

"Drugs aren't released without controlled trials but management ideas are," he said.

## 4. Don't rely on AI to drive growth

UCLA's Hanssens pointed out that AI was likely to be effective at driving transactions but not at long-term growth. Other companies, he said, will always catch up and deploy the same methods, thus reducing or eliminating the competitive advantage. He based his argument on AI's disproportionate impact on areas of the marketing mix such as price promotions and advertising, which have lower response elasticities (defined as percentage change in performance over percentage change in effort). Distribution, arguably the most powerful marketing mix growth driver, will be less affected by AI but will take on new forms in the digital age, with apps becoming distribution channels.

In the future, customers will most likely own their own data, according to **Ricardo Forcano**, head of talent and culture at BBVA. In such a regulatory environment, the competitive advantage won't be

access to data or algorithms, it will be gaining the trust and consent of customers.

## 5. Know where you have the edge over AI

LBS's Birkinshaw asserted that the best firms – and by extension the best managers – are good at managing complex trade-offs, even over time and in the face of shareholder pressure. He described this as ambidexterity: being efficient at doing things now but also at exploring new things for the future. AI, he said, is not good at this and is unlikely to become so. Nor is it good at building processes for reconciling diverse points of view.

In a left-to-right spectrum of human intelligence, team intelligence, crowd intelligence and artificial intelligence, the left side is where trade-offs are done better.

For Prof. **Tomo Noda of Shizenkan University**, leadership matters more than management. “Planning, budgeting, and organizing can be done by AI,” he said. “But establishing vision, aligning people, and motivating people requires people.”

## 6. Consider your broader responsibilities

AI should not be left in the hands of technologists, according to IBM's Gil. “It is a tool at our service to build a better society,” he said. During the telecommunications revolution, governments ensured that rural villages, not just profitable city markets, were connected. Similar oversight would be required in the years ahead.

Business leaders will also have a responsibility to consider the impact of their use of AI on all of society, not just on their bottom line.

“We must build societies that work,” said **Ibukun Awosika, founder and CEO of The Chair Centre Group**. “Eliminating thousands of workers' positions due to technological advances means we will one day have a social crisis.”

**Bruno Di Leo, senior vice president of IBM**, estimated: “10-20% of jobs will be lost but 100% of jobs will change. This requires education decisions.”

## 7. Update your own education

Business leaders need to understand AI to effectively manage computer scientists and data managers within their companies. Young people are already aware of the burgeoning AI revolution; Gil pointed out that over 1,000 Stanford students enrolled in an Introduction to Machine Learning class this academic year. “They don't want to be computer scientists; they just know it's an important tool for everything.”

Mihov of INSEAD pointed out that demand for similar classes from MBA students was rising. “The most relevant competency for managers is to know what's possible. Algorithms will find patterns in the data but they can't interpret them. Managers have to think about what might be happening, then ask themselves how they can create an experiment to test if it's true.”

Digital literacy is essential in an AI world, Noda underlined. “We teach disruption, coding, data analysis, transformation and leadership so we can use and manage AI better.”

The future of management – according to **Bernard Yeung, dean of the National University of Singapore** – is “smart people working with smart machines, mutually learning to improve the world.”

## 8. Define your values and sense of purpose

In the AI era, we will require more than ever a radical sense of purpose and strong core values, according to the BBVA's Forcano. “Change is constant. To navigate it, it's key to have solid values and to know the DNA of your company.”

Values will also define how we use the potential of AI. Tomo Noda believes that we will need more



focus on leadership with humanity, ethics and integrity. “Only good people can create good AI,” he said. “Where are we from? What are we? Where are we going? Without asking these questions, we may not be able to do better than the machines.”

### **9. Don't just hire people, build an ecosystem**

General managers are only part of the riddle, said **Nico Rose, vice president of employer branding and talent acquisition at entertainment group Bertelsmann**. “When we found our businesses would be disrupted by Amazon etc., our first step was to hire brilliant talent from those companies. Nothing much happened. Mostly they left again after two or three years because they couldn't have an impact. It wasn't their fault: in an ecosystem that isn't AI-data ready, data people can't have a large impact.”

Rose said that the company now focuses on making the organization data-fluid and creating a new ecosystem. “When you hire data scientists, you need two or three data architects, then you need an MBA to translate the results to top management.

Then you need to educate top management on what questions they should be asking.”

“You have to get your whole organization data ready for AI,” he said.

### **10. Stay spiky**

Birkinshaw quoted George Bernard Shaw: “The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.”

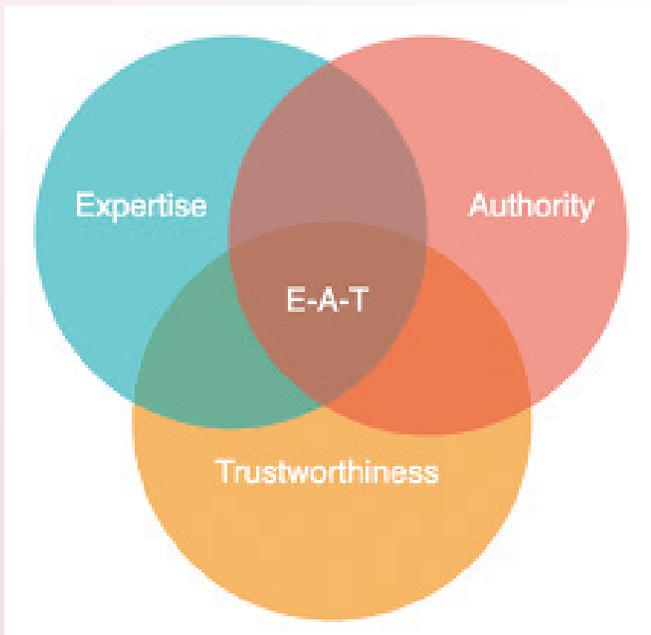
Reasonable people are pleasant to work with. Unreasonable people are spiky and hard to manage. AI algorithms, said Birkinshaw, are hyper-reasonable. They focus on the human qualities most usually valued. But progress in terms of ideas will most likely always be made by spiky, unreasonable people – even in an AI world.

*Source: <https://www.iese.edu>*

# What is E-A-T?

In the early days of search engines, marketers quickly learned the immense value that came with ranking competitively for key terms and phrases that aligned with their businesses. This led to all manner of black-hat tactics employed by SEOs to artificially manipulate organic rankings for high-value keywords. For savvy brands, it was a sprint to the top, an arms race of sketchiness with the goal of ranking number one and looking down on their competition from the summit of their search engine results page.

How did search engines respond? They got smarter about how they viewed quality in their search results. This led THE search engine, Google, to continuously evolve their algorithms to push quality content to the top, and everything else down into the abyss of “Page Two and Beyond...”



In an immature and emerging industry, Google had to reevaluate how they separated the good from the bad. Today, a large part of that process is represented by E-A-T.

E-A-T stands for **Expertise, Authority, and Trustworthiness**. Basically, it's an SEO term, and it's also one of the ways Google determines the quality of a website, web page, or other piece of online content. The term appears multiple times in Google's official Search Quality Evaluator Guidelines, forming a core concept at the heart of what Google cares about.

If you search for something – anything – and something appears towards the top of the search results, it's because Google has assessed its E-A-T value and chosen it as relevant to your search.

Google uses these guidelines because their goal is to show searchers the best, most relevant, and valuable content possible. This is why Google is such a huge platform to begin with; people know that when they need information, Google will strive to provide the best of the best.

In this process, Google decides what factors make a web page, video, infographic, webinar recording, or other pieces of content valuable. Google's conclusion? Expertise, authority, and trustworthiness are qualities users are looking for when deciding whether or not to click, read, or download. It's also a determining factor whether the ultimate experience is going to be a satisfying one.

So what does an SEO concept like E-A-T have to do with influencer marketing?

Like the early days of SEO, influencer marketing is a new and evolving industry. Lots of brands have had success leveraging influencers as part of their marketing strategies, but plenty more are simply doing it wrong. Just as Google has evolved and matured by viewing content quality through the lens of E-A-T, marketers need to start expanding their own definitions of quality as it relates to influencers. What lessons can influencers and influencer marketers take from Google's E-A-T?

### **Expertise**

First and foremost, if you're an influencer, demonstrate your expertise – share your knowledge. Strive to be the content creator in your niche that all the other players are chasing.

If you're a brand, partner with influencers who are experts in their niche. You wouldn't seek out an

English teacher to show you math, nor a hardware store to serve you food. So why would you want an influencer who isn't an expert in your niche to promote your brand?

And here's a tip: Followers do NOT equal expertise. Too many brands fall into the trap of chasing influencers based on follower counts and engagements alone. You shouldn't care about a "beauty YouTuber" with a million subscribers if that person hasn't demonstrated a level of expertise that aligns with your brand through the quality of their content. Choose influencers who really know their stuff, so they can help you find people who want to know *your* stuff, too.

### **Authority**

Next, they need to be authoritative. Again, don't mistake a large follower count for authority.

In fact, micro- and nano-influencers often have more authority in their specific niche than, say,

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- \* Willing to Learn and Grow**

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a celebrity influencer like Kim Kardashian. A micro-influencer’s audience follows them for their interesting and engaging *content* – not some starry-eyed celebrity factor.

So, if you’re selling ethically made, upcycled sneakers, it’s probably a bad idea to hire Kim Kardashian. Instead, find sustainable fashion influencers to promote your product.

Do some investigating: Which influencers are setting trends in the eco-fashion world? Who is everyone else emulating? It’s not always the Kim Kardashians. In fact, the influencers who are best for your brand might have only 30,000 followers, but you get the benefit of knowing that every single one of those followers is more likely to be interested in your product. Basically, you get more bang for your buck.

### Trustworthiness

The trust people have in influencers is dwindling. Why? Too many brands have chosen influencers for the *wrong* reasons, and ended up asking the wrong influencers to promote their brands to the wrong audiences. Likewise, too many influencers have partnered with the *wrong* brands without doing their own due diligence, and have ended up tarnishing the trust they once had with their audiences in exchange for a short term gain. Whether or not certain influencers have even paid for fake followers, social platforms are now riddled with bots and phony engagements.

So how do you know who to trust? A good place to start is by looking for influencers who are already fans of your products or have a need for your product that they may not even know about yet. Trying to cram your brand into an influencer’s feed solely to capitalize on their reach and engagement when it doesn’t make sense in their content is a losing strategy.

Often, even when brands find a great influencer who’s a perfect fit, they’ll squander the opportunity by forcing an inauthentic campaign into an otherwise perfectly trustworthy influencer relationship. Let the influencers take the lead on introducing your brand to their audience; trust they know what their audience is going to care about and respond to most.

People want authenticity. They crave it, and they expect it from the influencers they follow. That’s what builds trust. When choosing an influencer to partner with, make sure they’re real (both literally and figuratively), then make sure your audience is aligned with theirs. Try giving the influencer the chance to customize a creative campaign their audience will love so much that they won’t even care if they see the required “#ad” in the caption.

Google loves E-A-T because *people* love E-A-T. It’s time for influencer marketers to take a lesson from Google and start choosing partners based on more than just a couple of arbitrary numbers on a social profile. If you’re serious about influencer marketing and want to be a success story in an emerging industry rather than another cautionary tale of “how-not-to-do-it,” pay attention to Google and embrace E-A-T as your standard.

*Source: <https://www.socialmediatoday.com>*

# What is the Most Important Business RESOURCE and why it is?

**M**ost of us are aware that proper time management is a crucial element of success regardless of who you are or what you do. Few business professionals appreciate time as one of the most important resources around, and **precious little is being done in the average workplace to make better use of everyone's most limited asset.**

Despite the heavy focus on profitability or the strength of your human capital, managing your time properly is by far the most important element of success in today's market. And yet it's being wasted. **Strategies to make better use of working hours is listed below.**

## 1. Personalized approach.

Most people are familiar with the fact that time management is important, yet precious few understand that you need a personalized approach



to seriously achieve any extra efficiency in your day. This is because everyone's schedule is unique. No one else understands the importance of your time during particular periods of your schedule. But to appreciate that yourself it's important you start with an audit of your daily habits to see where you're wasting the most time.

Installing a fancy app on your smartphone or computer will likely help you watch your minutes more closely, and it may even result in some extra productivity, but you need to understand that you're the one in control of your time, not some machine. **Successful time management is all about self-control and the ability to honestly assess your own situation to determine when you're dithering versus when you're making the right decisions.**

Only after you've thoroughly and honestly reviewed your daily schedule to see where you're wasting time, you can begin to make meaningful

life adjustments. Smart time management tips for small business owners often emphasize a consistent theme -- brutal honesty when assessing something's importance is a crucial part of time management.

It's helpful to break down your daily tasks and responsibilities into categories that are ranked by matter of importance. You may discover that you're wasting untold minutes on insignificant duties that can be dedicated elsewhere. Furthermore, categorizing your daily responsibilities in terms of their importance helps you focus on the most urgent and pressing of issues first.

## 2. Prioritize, it is the key to success.

Most time management philosophies revolve around proper prioritization; after all, if you can't arrive at an understanding of what needs to be done immediately versus that which can be delayed, you'll always be misapplying your time. Consider having a company-wide list of your most pressing business decisions. Urgent matters that must be dealt with can be brushed under the rug when no one is keeping track of forthcoming deadlines.

A business-wide commitment to deadlines is vitally important; company executives who fail to meet important commitments cannot be let off the hook. Rank-and-file workers who see such behavior will quickly learn that they don't have to deal with urgent matters themselves when the boss doesn't.

Make sure your managers and leadership figures understand how to prioritize properly. Everyday employees who are struggling to climb the corporate ladder can be frustrated by managers who don't know how to prioritize their work. So individual

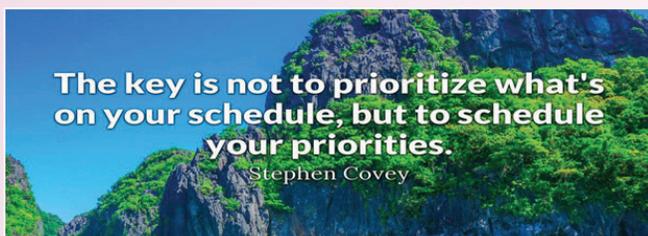
workers should read up on how to prioritize when their leaders don't know to.

At all times, company leaders should be prepared to step in and help employees prioritize when they're struggling with a huge workload. Managers can only be effective when the meddle for the better. But, make sure that you're not over analyzing the schedules of each of your workers and micromanaging their every move.

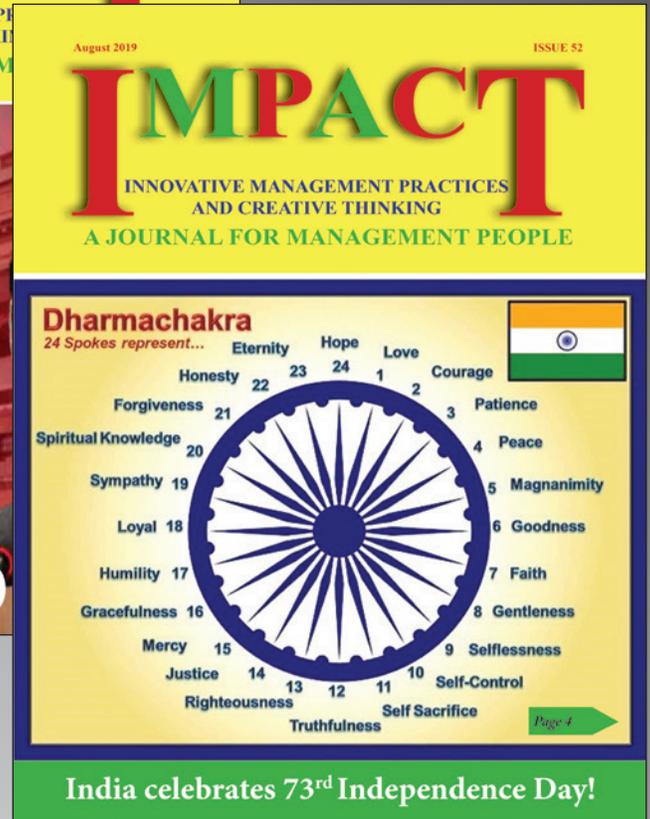
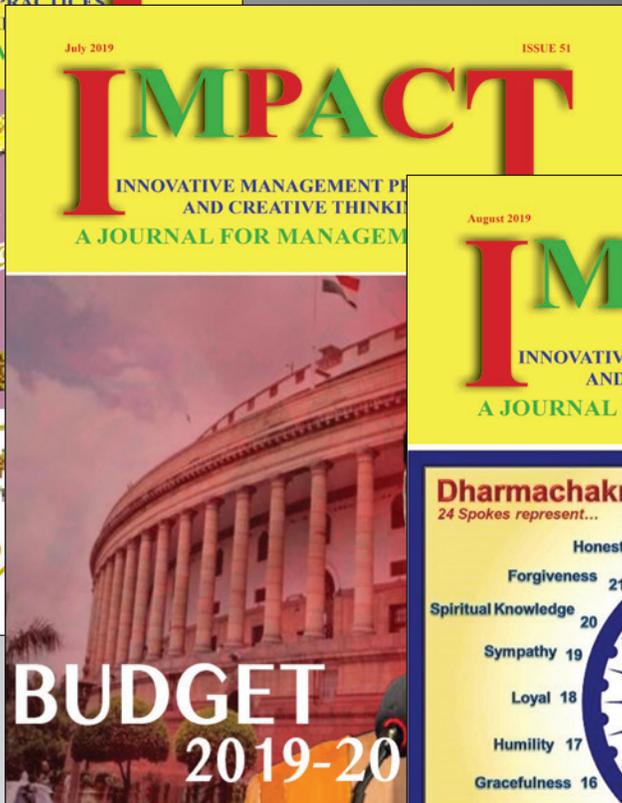
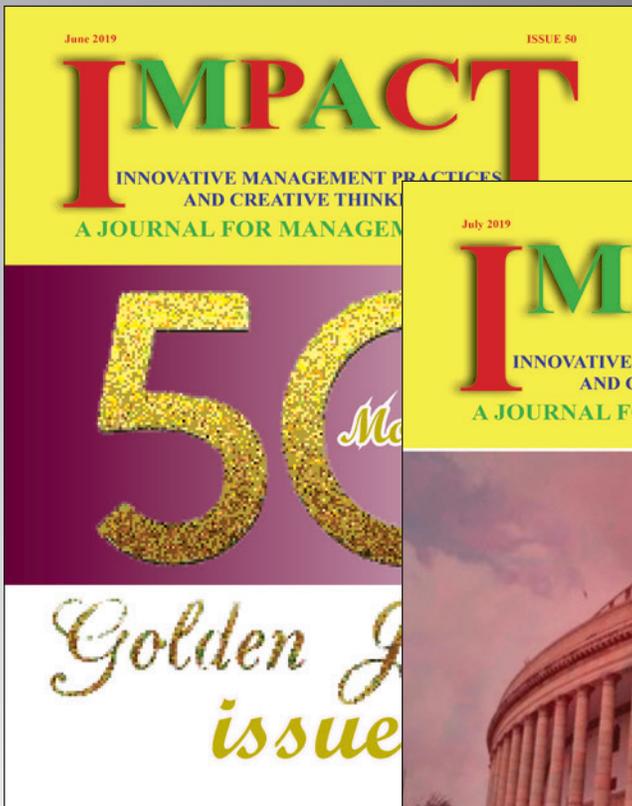
Personalization is imperative to the success of time management. It's important to understand that not everyone prioritizes work-related goals the same. Different workers may employ different time management philosophies. It's crucial to understand what unique approach you need to embrace. Learn how to take a personal approach to keeping close track of your minutes and you'll be achieving more in no time.

## 3. Don't let time management become a stressor.

Despite how important it is to closely manage your time, it's also true that time management can become a serious stressor if you're not doing it properly. Far too many workers drive themselves to the brink of insanity by keeping a close track of each second as it passes, when in reality all you need to do is have an understandable schedule and a realistic list of priorities. Effective time management that reaches into your personal life shouldn't try to dictate your free time too much, for instance. Closely choreographing your blissful moments of relaxation is just another way of overworking yourself outside the office.



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Arumbakkam, Chennai - 600106.

The important takeaway here is that time management is a vital part of success in the modern business world yet can't be trusted to entirely dictate your life. You always need to leave yourself an unscheduled block of free time that can be used to do whatever you want -- maybe it's catching up on work, a favorite TV show, or the list of household chores you've been ignoring for too long. Whatever it is, having some time to "take care of the little things" in your life and forget about the hectic world of your workplace is an important part of staying productive when you're actually in the office. **Time is the most important resource in business precisely because it determines everything else -- if you're not carefully balancing your vacation time with your work time, you'll soon find both have been frivolously wasted.**

A major part of refusing to let time management become a stressor in your life is learning to focus on those business task which are important rather than just those which are urgent. Meeting important forthcoming deadlines is important, and you should never deliberately ignore a timeline you'd put together in the past, but part of being **an expert at time management is understanding that you need to retain a certain degree of flexibility to react to important issues as they arise.**

#### 4. Focusing on what's important.

Perhaps the most vital lesson you can learn when it comes to managing your time wisely is that not everything which is urgent is important, and vice versa. Sometimes, you'll need to take care of an issue immediately but will find it to be of trivial importance. Elsewhere, you'll encounter decisions of chief importance to your company that can technically be put off for days, weeks, or even months. Learning to properly categorize your duties and incoming projects so as to better be aware of what's importance versus what's urgent is the final step of becoming a time management guru.

	Urgent	Not Urgent
Important	Deadline For Important Project Client Is About To Cancel The Conference Tent Is On Fire	Meeting With Possible Client Call To Follow Up On Project Interview With New Hire
Not Important	Follow Up With Old Acquaintance Team Activity Quarterly Planning	Answer Emails Coffee With Workmates Easter Eggs Hunt

*Make a personalized effort to better manage your time to more effectively prioritize your efforts toward what you most want.*

Read up on how to schedule important tasks versus urgent ones, and you'll quickly see that the common elements of flexibility and prioritization turn up anywhere that time management is mentioned. Refuse to allow anxiety to take a hold of you and instead focus on the most pressing issues and you'll soon discover time management to be much easier than you have imagined. The largest corporations and the smallest mom and pop shops alike have to make proper use of their time if they want to succeed, and you're no different. Pay close attention to how you're spending your precious time and take some extra steps to more cautiously chart out your days, and your business will soon be thriving.

**Syed Fazlullah Khan**

*Certified Project Manager (IPMA C) and MRICS with over 3 decades of qualitative experience in the Construction Industry. Currently working with ETA Properties & Investments Pvt.Ltd., Chennai as Head – Projects.*



# How to Use Hashtags: A Quick and Simple Guide for Every Network

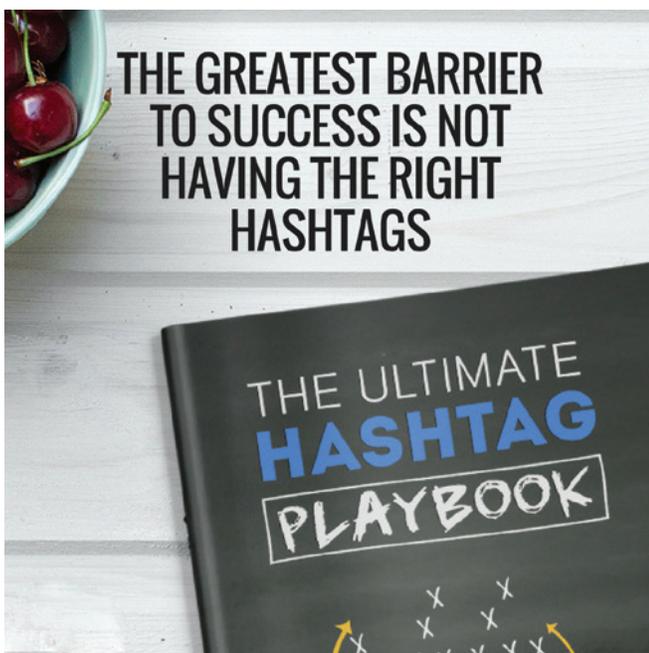
If you want to master the art of using hashtags on social media you've come to the right place. Hashtags are, of course, a great way to:

- Build your company's brand
- Boost a marketing campaign
- Keep in touch with your audience

And knowing how to use hashtags is crucial for any digital marketer in 2019.

That's why we want to walk you through the dos and don'ts of using hashtags—as well as show you how to use them for the biggest social networks.

But first, let's take a look at what a #hashtag is exactly.



Bonus: Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence.

## What is a hashtag?

Before it became a household term (and even added to the Oxford English Dictionary!), hashtags simply referred to the pound symbol #.

That all changed in 2007 when Twitter began to use the hashtag as a method of indexing keywords to help facilitate good search results for it. Since then, most every social media site has been leveraging hashtags for that same purpose.

Fun fact: The first hashtag ever used in this way was #barcamp. It was posted by Chris Messina, a product designer and internet consultant.

Hashtags that spread quickly and get used by a lot different users begin to trend. That means that the



keyword term is popular and getting widely used online. That doesn't mean that every hashtag you set out to use should trend. It all depends on why you're using your hashtag.

## Why use a hashtag?

There are plenty of reasons why you should be using hashtags in your tweets—but if we had to distill it down to three reasons, they'd be:

### Increased engagement

Using hashtags in your social media posts can greatly increase awareness and engagement.

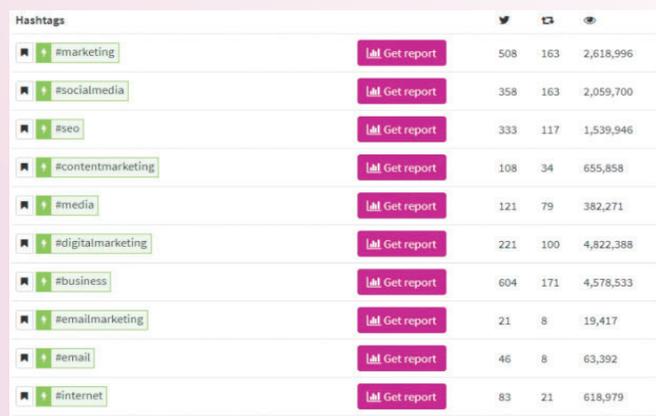
Twitter reported that brands who use hashtags see a 50 percent increase in engagement compared to those who don't.

Hashtags have also been shown to positively impact your number of retweets as well. Hubspot's Dan Zarrella found that tweets that include hashtags were 55 percent more likely to be retweeted and shared by other users.

### Brand building

Hashtags are a very effective way to build your brand via promotional material, announcing new products, or just generating interest for your business.

Here's a good example from Lay's Potato Chips. They utilized the #DoUsAFlavor hashtag in order



Hashtag	Get report	508	163	2,618,996
#marketing	Get report	358	163	2,059,700
#socialmedia	Get report	333	117	1,539,946
#seo	Get report	108	34	655,858
#contentmarketing	Get report	121	79	382,271
#media	Get report	221	100	4,822,388
#digitalmarketing	Get report	604	171	4,578,533
#business	Get report	21	8	19,417
#emailmarketing	Get report	46	8	63,392
#email	Get report	83	21	618,979
#internet	Get report			

to generate excitement for and promote the launch of their new chips.

However you choose to approach your brand building, be sure to utilize the power of hashtags so you get the most out of your efforts.

### Find your audience

Hashtags aren't just good for brand building and engagement—they can also help you find your target audience as well.

More specifically, hashtags can help your target audience find you.

How? Simple: By using the hashtags they use.

This method is especially effective within social media sites like Instagram where users can follow hashtags and see all the posts that use them.

This is incredibly useful for brands who want to build their audience. By leveraging these popular hashtags that people follow, you'll be able to get the attention of different users.

Be sure to leverage this tool when you're trying to build your audience on social media.

### What hashtags to use: 5 ways to find the best one

Now that we know what a hashtag is and why brands should be using them, let's break down how you can find the right hashtags.

Because while they're a powerful way to increase engagement, build your brand, and find your audience, it's not going to matter if you're leveraging the wrong hashtags for your social media posts.

To help you out, here are five great ways you can find the right hashtags to use for your brand.

## 1. Look at what influencers are doing

The influencers within your brand's niche can give you a lot of insights into what hashtags are working.

And it's simple: Go through your influencer's social media posts and take note of the hashtags they're using frequently.

To streamline the process even further, you can use a tool like [Hashtagify.me](#). This tool allows you to search different keywords throughout Twitter and Instagram and see the top influencers for that keyword.

## 2. See what's trending

Zooming out from influencers, your brand's entire niche can give you great insight into what hashtags you should be using.

Whenever there's a trending topic or hashtag within your industry's circle on social media, take note of that. You can jump on that hashtag in order to increase your brand awareness too.

Another great tool you can use is [RiteTag.com](#). This handy platform gives you instant hashtag suggestions based on real-time data whenever you make a social media post.

Whether it's Twitter, Facebook, or Instagram, RiteTag will give you solid suggestions on what hashtags you could be using based on its usage.

The platform also comes with a browser extension that can give you real-time suggestions as you write your post.

## 3. Be specific

Remember: The more you niche down your target market, the more customers you'll attract.

The same idea goes for social media posts and hashtags. The more specific and targeted your

hashtags are, the more opportunities your target audience will have to see you.

Try and hone in on a passionate community that shares an interest in one specific theme. The more specific you can get with your hashtag, the more targeted your audience will be—and a targeted audience generally means better engagement.

If you don't have your own business hashtag, find one or two existing ones that really fit the photo.

Say, for example, your business sells baby products. Instead of using #parents—resulting in parents of children of all ages—opt for #newmom. The hashtag #newmom is specific to mothers of newborns—your target customer.

## 4. Use unbranded (but relevant) hashtags

Brand hashtags don't have to (read: shouldn't) mention your brand name. BUT they should represent your brand and what you stand for.

Destination British Columbia created the hashtag #exploreBC. The tourism company uses it to share scenic photos of the Canadian province taken by their employees and the community.

Seeing photos from regular people on the official Destination British Columbia account quickly



prompted more of their followers to embrace the hashtag and share their own photos. As such, the company has created a growing movement that supplies them with fantastic, follower-generated content to use on their social accounts.

Brand hashtags are also great for user-generated content campaigns and contests. Take the aforementioned #DoUsAFlavor campaign from Lay's for example. Lay's used the hashtag to encourage people to pitch their best potato chip flavor ideas. In doing so, they both engaged users and collected ideas.

Brand hashtags will also organize all the posts that are tagged with it on a hashtag page. This is helpful if you're using the hashtag to collect entries for a promotion or contest, as Lay's was with the #DoUsAFlavor campaign.

Bonus: Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence.

## 5. Cater your hashtags to the site you're using

While hashtags on all social networks have the same fundamental purpose of content tagging and discovery, the use of hashtags still varies by network.

We go into more detail on this topic in to grow your audience. But to recap: Hashtags are going to differ based on your social network and the type of post you're making.

Hashtags on the photo- and video-sharing platform are often more focused on description of the content. This is at odds with Twitter, where hashtags tend to be more focused a topic of conversation, or a group of people (a chat for example) that you would like to engage. Before using hashtags, do research on the proper way to use them for that particular network. Most networks will have guides for hashtag selection and use (here's Twitter's, and again, our own for Instagram).

Also take the time to discover the most popular and most relevant hashtags on a specific subject for each network. This extra time you invest will pay off in engagement down the road.

## How to use hashtags on every social network

Now it's time to break down exactly how you can use hashtags effectively on the biggest social networks.

Those networks are:

- Twitter hashtags
- Instagram hashtags
- Facebook hashtags
- LinkedIn hashtags

Below we've included a breakdown on best practices for each social platform—as well as the optimal number of hashtag you should include in each post.

Let's get started.

### How to use Twitter hashtags

#### Optimal number of hashtags: 1 – 2

It's no surprise that Twitter is a great platform to utilize hashtags considering that's where the trend originated from.

Users can use the search function to look at the top posts surrounding a specific hashtag and get involved in the latest trends. That makes it a powerful tool for your social media strategy.

As long as your profile is public, you can use hashtags to extend your brand's reach. Any tweet that includes a hashtag is visible to people looking through that hashtag's stream—even to people who don't follow you. Remember: Make sure your hashtag is relevant to your messaging. You don't want to jump on a trending hashtag just to push your brand. That's an easy way to get users to hate you.

## How to use Instagram hashtags

### Optimal number of hashtags: 9 – 15

For the past few years, casual users and digital marketers alike have been treated to some massive upgrades from Instagram. Not only can you now follow hashtags you like and even use them in Instagram Stories, you can now leverage Instagram's robust dashboard to look at the analytics of each of your posts.

One key differentiator from Instagram hashtag usage and other social media platforms is the number of hashtags you can use with Instagram. Whereas platforms like Twitter tend to favor a low amount of hashtags, Instagram posts with more hashtags get more engagement.

Of course, you can't just use any hashtag you feel like. Use only ones that are relevant to the content you're promoting. This is especially crucial since users can now report your account if you keep using irrelevant hashtags.

For more, be sure to check out our article on how to use hashtags for Instagram.

## How to use Facebook hashtags

### Optimal number of hashtags: 1 – 2

Like Twitter, you're going to want to keep the number of hashtags to a minimum.

Unlike Twitter, most Facebook profiles are private. In fact, the majority of Twitter accounts are made public (only 12 percent of accounts are protected), while the majority of Facebook accounts are private (28 percent are completely public).

What does this mean? Well, since most people aren't sharing their profiles publicly, your ability to extend your reach is much lower. After all, if people can't get involved with the conversation with hashtags, how are you going to be able to reach them?

Luckily, you can use Facebook to promote campaigns across multiple platforms. That means your brand can promote something like a contest or other campaign that you're running somewhere else. By leveraging the same platform across every brand, you can increase awareness.

**Pro Tip:** You can easily monitor your hashtags on Facebook by using the URL [facebook.com/hashtag/\\_\\_\\_\\_\\_](https://www.facebook.com/hashtag/_____). Include the keyword you want to search at the end.

## How to use LinkedIn hashtags

### Optimal number of hashtags: 1 – 2

Hashtags are a very recent addition on LinkedIn—and its usage differs a little from other social platforms.

Like Twitter or Instagram, users are able to search and follow for different keywords using the hashtags. That means using them in your posts and articles gives you a greater chance of being discovered by LinkedIn users following that keyword.

And it's simple: Whenever you write an update or article, just add the hashtag using the # symbol as you would other social platforms.

Since LinkedIn is a primarily for a business, though, you're going to want to keep your hashtags much more straightforward and professional. That means leaving the memes and trends such as [#CareerEndingTwitterTypos](#) for Twitter.

So, to wrap it up: Using hashtags will allow you to make an impression on a wide social media audience. Make sure you're sharing the best content, and making the right impression.

*Source: <https://blog.hootsuite.com>*

# Top Indian Startups

It is a great time for startups in India. Business seems to be booming and you can learn a lot by examining how startups run in India. We have so collected a list of startups in India that are rocking!

## Ola Cabs

You may think Uber is causing a storm right now, but Ola Cabs is taking over India as we speak. If you need a minicab in the India area, be sure to try Ola Cabs out. They are currently competing with Uber, which says it all really!

Founded In: 2010  
Offices In: Karnataka, Kormangala  
Total Funding: \$3.8 Billion

## Wow! Momo

This is a food chain who are growing ever so fast in India. You will find branches in Delhi, Chennai, Kochi, and many other spots. Wow! Sell burgers, Tibetan food and just about anything you can imagine. You will never go hungry when a Wow! Branch is nearby!

Founded In: 2008  
Offices In: Kolkata, West Bengal  
Total Funding: \$470 Million



## Zomato

Zomato is one of the most well-known startups and perhaps one of the most successful food tech startups around in India that has turned into an international business.

Founded In: 2008  
Offices In: Gurgaon, Haryana  
Total Funding: \$755.6 Million

## Paytm

Another very successful startup. This startup is a payment service that allows people to pay funds to each other. It is very similar to PayPal. While it's not at that level yet, it still seems to dominate all over India.

Founded In: 2010  
Offices In: Noida, Utter Pradesh  
Total Funding: \$2.2 Billion

## Flyrobe

This company allows you to rent designer clothing. Unique, right? This startup was founded in 2015. The idea was loved so much by investors that they have raised over 7 million since then.

Founded In: 2015  
Offices In: Mumbai, Maharashtra  
Total Funding: \$10.7

## Myra

Myra is an online pharmacy. Their selection of medicine can be delivered to your home at a rapid

rate. The company deals with over 1,000 transactions daily. They are backed by big investors, and are making a lot of money at the moment.

Founded In: 2015  
Offices In: Gurugram  
Total Funding: \$7 Million

## **Cure.Fit**

CureFit operates a platform to a healthy power lifestyle and holistic cure across fitness, food, and mental well-being. The Company offers both digital and offline experiences across fitness, nutrition, and psychological well-being through its three products: cult.fit, eat.fit and mind.fit.

Founded In: 2016  
Offices In: Bangalore, Karnataka  
Total Funding: \$174.6 Million

## **Dunzo**

This famous Indian startup connects users to the nearest delivery partner who can make purchases, pick up items from any store or restaurant in the

city and bring them to you all by just utilizing their app. They also offer a bike taxi service as well.

Founded In: 2015  
Offices In: Bengaluru, Delhi, Gurgaon, Pune, Chennai and Hyderabad  
Total Funding: \$29.6 Million

## **Digit Insurance**

At Digit Insurance, is a General Insurance company on a mission to make the complicated insurance system transparent and straightforward for everyone through their platform. They have insurance for Cars, Mobiles, Travel, and Jewellery as well.

Founded In: 2016  
Offices In: Bengaluru, Karnataka  
Total Funding: \$45 Million

## **Cleardekho**

ClearDekho is India's largest eyewear brand that provides eyewear for all budgets. Their quality glasses come with various designs ranging from

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prescription, sunglasses, reading glasses and even contact lenses.

Founded In: 2016

Offices In: Ghaziabad, Uttar Pradesh

Total Funding: \$20 Million

## **The Minimalist**

One of the most successful startups Minimalist is a design and consulting agency that helps brands create their growth strategy, design, and communication as well. They are most known for their unique minimalist creative philosophy and viral impact in digital media.

Founded In: 2015

Offices In: Mumbai, Maharashtra

Total Funding: Not disclosed

## **Acko General Insurance**

Acko a digital insurance firm provides personalized policies based on user behavior and offer great prices, extreme convenience, and stress-free claims.

Founded In: 2017

Offices In: Mumbai, Maharashtra

Total Funding: \$107 Million

## **Jumbotail**

Jumbotail an online grocery marketplace for businesses. This startup that started in 2015 has also offer credit for shop owners via partnerships with third-party lenders.

Founded In: 2015

Offices In: Bangalore, Karnataka

Total Funding: \$10.5 Million

## **DocTalk**

Docktalk one of India's biggest startups is a CRM and patient management platform for doctors in

India. Mainly, this company gifts doctors with the ability to develop better relationships with their patients in return causing a better quality of care with

Founded In: 2016

Offices in: Mumbai, Maharashtra

Funding: \$5 Million

## **Smallcase**

This fast-growing business in India is bringing a simplified investing approach to the growing middle class in India. In retrospect, they are very similar to other investment companies that are growing at a fast rate such as Acrons and Stash.

Founded in: 2015

Offices in: Bangalore

Total funding: \$8 Million

## **Vedantu**

Vedantu aims to democratize teaching by creating a marketplace for teachers. This top growing business in India being similar to Vipkid offers a massive range of online classes and test preparations live from the best teachers in India.

Founded In: 2011

Offices in: Bangalore, Karnataka

Total Funding: \$21.6 Million

## **Instavans**

Instavans model is to transform the conventional model of shippers spending hours calling up various truck operators to find trucks with open capacity, while truckers struggle to market their availability. By offering a model that shippers an on-demand platform for shippers and truckers alike.

Founded In: 2015

Offices In: Bangalore, Karnataka

Total Funding: \$2 Million

## Loan Frame

One of the best Indian startups Loan Frame is a financial tech company that is building the largest SME( small, medium-sized enterprises) in the lending marketplace. By merging world-class processes from leading global banks with deep Indian SME credit experience, data science and cutting edge proprietary technologies, they are laser-focused on helping small businesses grow.

Founded In: 2015

Offices In: New Delhi, Delhi

Total Funding: \$2.3 Million

## AddressHealth

This is a company who are causing a storm in the industry currently. They focus on providing healthcare in schools and clinics and have proven to very successful recently.

Founded In: 2010

Offices In: Bangalore city, Karnataka

Total Funding: \$1.5 Million

## Overcart

Overcart is India's first marketplace for over-stock, unboxed, refurbished, and pre-owned products. Just like the united states company Overstock, offers a comprehensive quality-check process, expert product knowledge, and unparalleled customer focus, this is the safest place for you India to purchase secondary products.

Founded In: 2012

Offices In: New Delhi

Total Funding: \$3 Million

## Flock

Flock is a real-time messaging and collaboration app for teams that speeds up and simplifies communication and boosts productivity. Flock

provides one-on-one chat and public and private channels. It offers multi-party video and audio calling and screen sharing. It also integrates with over forty third-party apps including Google Drive, Github, Trello, Asana and many others.

Founded In: 2014

Offices In: Bengaluru, Mumbai

Total Funding: \$45 Million

## Doctor Insta

Doctors Insta's business model is to fix the current state of accessibility, reliability, and consistency in India's \$100 Billion HealthCare Market and to bring Healthcare to everyone. This amazing startup is India's 1st video medicine company where an individual can consult care-givers anytime, anywhere.

Founded In: 2015

Offices In: Gurugram

Total Funding: \$7 Million

## Cowrks

CoWrks is a premium coworking solution provider for businesses of all sizes. Built for startups, and Fortune 500s with beautiful, inspiring, and high-energy work environment that will change the way they work forever.

Founded In: 2016

Offices In: Delhi, Mumbai, Bengaluru, Chennai, and Hyperabad

Total Funding: Not disclosed

## 1Mg

1mg is an online pharmacy network and generic medicine engine. It allows users to find information about medicines prescribed by doctors and buy them as well. Users can find drugs by categories under ailments, class, companies, and brands. Its mission is to make healthcare accessible, understandable and affordable for a billion Indians.

Founded In: 2012  
Offices In: Gurgaon, Haryana  
Total Funding: Not disclosed

## **Cars24**

Cars24 makes selling a car an easy, fair and quick experience. This new startup creates an efficient and reliable way for car owners to sell their used cars at the Best Price

Founded In: 2015  
Offices In: Gurgaon, Haryana  
Total Funding: \$61 Million

## **Dailyhunt**

Dailyhunt is India's #1 news and local language content application. Their goal is to build a platform product for Indian language speakers and onboard more publishers & partners, in addition to investing in building tools and team for monetisation.

Founded In: 2009  
Offices In: Bangalore, Karnataka  
Total Funding: Not disclosed

## **Ebutor**

Ebutor is an organized distribution network of India that helps brands distribute consumer goods to mom-and-pop retail stores. Ebutor uses technology, data sciences and its vast network of distribution centers and fulfillment centers to reach the farthest and smallest of retail stores across India.

Founded In: 2015  
Offices In: Hyderabad, Telangana  
Total Funding: Not disclosed

## **Meesho**

Meesho is India's Largest Reseller Platform, poised to be the next big e-commerce distribution channel,

where homepreneurs sell on WhatsApp, Facebook, and Instagram.

Founded In: 2015  
Offices In: Bangalore, Karnataka  
Total Funding: \$65.2 Million

## **MilkBasket**

Milkbasket is India's first subscription-based micro-delivery service fulfilling daily grocery and household needs of customers every morning.

Founded In: 2015  
Offices In: Gurgaon, Haryana  
Total Funding: \$19.4 Million

## **PharmEasy**

This successful Indian startup is one of the largest pharmacy aggregators in India. We help patients connect with local pharmacy stores and diagnostic centers in order to fulfill their extensive medical needs.

Founded In: 2015  
Offices In: Mumbai, Maharashtra  
Total Funding: Not disclosed

## **Policybazaar**

Policybazaar is India's largest and leading insurance aggregator website. They specialized in making a comparative analysis of the insurance products of various insurance policies based on price, quality and key benefits.

Founded In: 2008  
Offices In: Gurgaon, Haryana  
Total Funding: Not disclosed

## **Revv**

Revv is an Indian car-rental startup that offers multiple options to meet all your self-drive needs



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from round Trips, one-way outstation, one-way local, monthly car subscription.

Founded In: 2015  
Offices In: Gurgaon, Haryana  
Total Funding: \$23.3 Million

## Sharechat

ShareChat is the fastest growing social network in India. With ShareChat you can share videos, jokes, GIFs, audio songs and funny images from India in Indian languages like Hindi, Telugu, Marathi, and Malayalam.

Founded In: 2015  
Offices In: Gurgaon, Haryana  
Total Funding: \$122.8

## FreshToHome

This is a delivery service that focuses on meat and fish. The company was founded in March 2016, and has grown so much that its aim to expand to 20 cities throughout 2017!

Founded In: 2014  
Offices In: Bengaluru, Karnataka  
Total Funding: \$24.2

## FreshMenu

Fresh Menu is another delivery service. Food will be cooked and delivered to you within minutes. The company was founded in 2014. In 2016, they saw 3x growth when it came to orders. This company is a clear example of how to grow.

Founded In: 2014  
Offices In: Bengaluru, Karnataka  
Total Funding: \$24.2 Million

## Nykaa

Nykaa is a premier online beauty and wellness destination. It offers beauty and wellness products

for men and women at the best prices. Their products are 100 percent genuine and authentic, sourced directly from the brands.

Founded In: 2012  
Offices In: Mumbai, Maharashtra  
Total Funding: \$107.9 Million

## Toppr

Toppr is India's top startups in 2018 leading after-school learning app on a mission to make learning personalized. Toppr helps students prepare for various school, board, and competitive exams. They study student behavior and create adaptive learning paths with infinite combinations.

Founded In: 2013  
Offices In: Mumbai, Maharashtra  
Total Funding: \$65.1 Million

## Shuttl

Shuttl is an app based transportation service for commuters. First launched in 2015 to improve India's disorganized public transportation system by allowing people to pre-book rides on affordable busses.

Founded In: 2015  
Offices In: Gurgaon, Haryana  
Total Funding: \$48.8 Million

## CoolBerg

Coolberg, a Mumbai based startup, works with a unique idea of having a non-alcoholic beer. Coolberg makes the parties and gatherings easier for people who feel odd during such occasions with a wide range of flavors.

Founded In: 2016  
Offices In: Mumbai, Maharashtra  
Total Funding: Not disclosed

## **TravelTriangle**

TravelTriangle is an exciting new way of buying trips online in India. One of the best-growing companies in India, TravelTriangle promote local travel agents and get you the best flights from them. They have created a marketplace where travelers can interact with local travel agents. That same marketplace also empowers local travel agents to come online and compete with big fishes..

Founded In: 2011  
Offices In: Mumbai, Maharashtra  
Total Funding: \$34.9 Million

## **Urban Ladder**

Urban Ladder is a Bangalore-based online furniture company. This hot Indian startup furniture company aims to provide a curated destination for home solutions, to help the Urban Indian build well-furnished, beautiful homes.

Founded In: 2012  
Offices In: Bangalore, Karnataka  
Total Funding: \$112.8 Million

## **Aisle**

This dating app puts the target on romance over flings. They connect people who are willing to date with other eligible people who are willing to get into a meaningful relationship.

Founded In: 2014  
Offices In: Bangalore, Karnataka  
Total Funding: \$300K

## **&Me**

This Indian startup is a women's food and nutrition company based out of Bangalore. It is carefully blending ancient Ayurveda with modern science to make products that match the active lifestyle of this generation's women.

Founded In: 2017  
Offices In: Bangalore, Karnataka  
Total Funding: Not disclosed

## **Bombay Shaving Company**

Bombay Shaving Company provides a guide to men's grooming and lifestyle. They give inspiring grooming tips and ideas that make everyday life better.

Founded In: 2015  
Offices In: New Delhi, Delhi  
Total Funding: \$3.2 Million

## **POPxo**

POPxo is a digital media startup for women that deals with everything from fashion, beauty, lifestyle, work, etc. POPxo provides text and video content in an accessible manner. This successful Indian startup focuses on reaching a highly targeted audience - the millions of young urban women in India who are growing in confidence, in independence, and spending power. They monetize by working across formats with brands who want to reach this important and influential consumer base.

Founded In: 2013  
Offices In: New Delhi, Delhi  
Total Funding: \$12.4 Million

## **Zestmoney**

ZestMoney is the fastest way for all kinds of people to pay using digital EMI(equated monthly installment), without the need for a credit card or a credit score. This major startups in India believe that being able to pay in EMI should be available to everyone and not only those who hold a credit card or have a credit score.

Founded In: 2015  
Offices In: Bangalore, Karnataka  
Total Funding: \$41.9 Million

## Razorpay

Razorpay is the only payments solution in India which allows businesses to accept, process and disburse payments with its user-friendly product suite to all companies from startups to large enterprises.

Founded In: 2013

Offices In: Bangalore, Karnataka

Total Funding: \$31.7 Million

## Nineleaps

Nineleaps helps other startups with their product development by providing web and mobile app development to accelerate product development to bring your product to market as fast as possible.

Founded In: 2014

Offices In: Bangalore, Karnataka

Total Funding: \$4 Million

## Innov8 Coworking

This company is a coworking network that offers working spaces like that emphasis heavily community engagement of like-minded individuals to have their office spaces not feel like an ordinary office space but another place you can almost call home.

Founded In: 2015

Offices In: New Delhi, Delhi

Total Funding: \$4 Million

## Schbang

Schbang is a digital marketing agency that has worked with well-known brands such as Hot Wheels, Amazon Fashion, and Raw Pressery. They offer more services than your average agency ranging from, Search Engine Optimization, Technology, Design, Video Production, Photography, Media Planning & Buying, Influencer Management, and PR.

Founded In: 2015

Offices In: Mumbai, Maharashtra

Total Funding: Not disclosed

## Xpressbees

Xpressbees is an e-commerce logistics specialist company that provides reliable and fast logistics solutions to its partners. This technology startup in India extensive has network reach, secure technology platform and last mile management system makes them one of the most trusted e-commerce logistics solutions provider in India.

Founded In: 2015

Offices In: Pune, Maharashtra

Total Funding: \$157.6 Million

## How Indian startup culture differs from the U.S

With the emerging business opportunities in India, the biggest startups in the world are no longer just in America. India has now become a leading global startup hub just like its American counterpart.

Rising numbers of new companies in India, venture capitalists, and entrepreneurs are turbocharging the development of the top tech startup scene.

Just how many startups are in India you may ask?

The number of startups has grown from 7,000 in 2008 to 50,000 according to the latest report by KPMG on the startup ecosystem in India.

Startups in both USA and India carry the same structure and principles. Where they differ the most is in funding.

## Funding

Investors typically want to see that a venture capitalist or angel investor has already put down a reasonable sum of money before they ever give any

funding to Indian startups and their founders. So to get the right amount of money for a new startup in India you must have to already the right amount of backing.

Your new company must be seen as one of the popular startups in India with a good track record. For upcoming startups, the pressure to succeed is massive in comparison to American startups because failure is looked down upon severely. Given some famously failed startups in India such as Babyberry, reputation for a new startup is crucial to get even further funding.

Where the even more significant difference lies is on how much you get for each round. In America, you'll get somewhere between a million dollars per round. In India its a meager \$250K in comparison, with \$250k to \$500k rounds being considered as high.

It's easy to get going in India, but it in the later stages where funding becomes more problematic leading companies with no choice but to get international venture investors.

That's the difference between having one of the top-funded startups in India and being a complete failure of a startup.

There are endless money-making opportunities in today's world. Startups can have a high success rate in India, but why so? Education seems to be a reason for this. There is a great education system in India, and people are clearly very knowledgeable when it comes to business.

What can you learn from India? Well, you can learn that Indians are not scared to try new things. Even the startup names are quite disrupting! (We should also write a new naming guide taking into account the top Indian startups!). Some of the top Indian startups are quite out of the ordinary. If you want to create the most profitable business in India, you need to think outside of the box. Indian

startups have an edge on their competition for this very reason. Their startup ideas are unique, which always attracts customers and brings forth profit.

The internet is a big place, and if you need startup ideas in India, you will find tons of information on what you can do. You need to find a gap in the market and again, do not be afraid to do something that you have not seen before. That is what leads to success, a brand new idea. You will not gain much success from the belief that everybody has.

The top Indian startups are a result of persistence. Despite naysayers, the best business owners went for what they believed in every time. You may wonder how this is possible. It can be done by having complete faith in your ability and believe that your idea will go far. You need to trust the people around you and have confidence that they will take your business in the right direction.

India is a beautiful country with some great attractions. There are lots to see, and lots of opportunities to network with others. You will never have an excuse to miss out on new opportunities. There are some fantastic places to work, and you can sit in the office with an amazing view. So what are you waiting for? Do you have a plan? Go out there and make it a reality. The time to make a change is now! Do not wait any longer.

*Source: <https://www.failory.com>*

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**Contact:**

URL: <http://resourceindia.co.in>

Email: [inforesource@gmail.com](mailto:inforesource@gmail.com) ;

[info@resourceindia.co.in](mailto:info@resourceindia.co.in)

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