

JENSEN HUANG'S INDIA GAMBIT

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INDIA Forbes



100 TO WATCH

A list of the most innovative tech startups in the Asia-Pacific region. India accounts for a fifth of them. On the cover are EF Polymer's co-founders Puran Singh Rajput (left) and Ankit Jain



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Puran Singh Rajput (right), co-founder and COO, with Ankit Jain, co-founder, EF Polymer

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SOIL THERAPY

EF Polymer's organic biodegradable hydrogel polymer absorbs and retains water, reducing the need for irrigation and fertiliser, helping farmers cope with drought and the vagaries of climate change

100 TO WATCH

34 • GOLD RUSH

Indiagold aims to disrupt the lending business segment with the precious yellow metal that Indians are obsessed with, but with a doorstep delivery of loans

38 • CHARGED UP

From providing charging points to selling two-wheelers to financing, servicing and battery-on-subscription plans, ElectricPe has fast emerged as a full-stack EV platform

42 • THE MILKY WAY

With a customer base of a lakh dairy farmers, Digivridhhi Technologies offers simple and easy financial solutions—from loans and insurance to a marketplace for bovines

50 • LAW & BEHOLD

SpotDraft is making it easier for businesses to manage their legal contracts by using AI-based automation to highlight portions that need scrutiny or review



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Avinash Sharma rolled out ElectricPe with Raghav Rohila in 2021

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52 • 100 TO WATCH

Asia-Pacific's small companies and startups on the rise

IN FOCUS

74 • AIMING FOR THE STARS

In the noughties, four rookies sowed an audacious agri dream. Eighteen years later, they are reaping a bounty in StarAgri, India's largest integrated agri services platform

78 • THE RISE OF DRONEPRENEURS

Agri drone and skilling startup AVPL is betting big on DaaS (drone as a service) to uplift agriculture and arm farmers with drones. Can Preet Sandhu's gambit pay off?

81 • THE IMPORTANCE OF BEING BORING

Federal Bank became one of the fastest growing banks post pandemic under ex-MD and CEO Shyam Srinivasan. Can his successor KVS Manian keep up the tempo?



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Nitin Misra (right) and Deepak Abbot of Indiagold will explore the untapped potential of the gold loan market in Tier 1 and II cities

84 • 'THE WORLD THAT TECH STARTUPS DELIVERED ISN'T WHAT WE WERE PROMISED'

US-based academician Benjamin Shestakofsky talks about exploring in his book the innards of the startup ecosystem, the 'genius founder' and the brewing tech lash

88 • THE CHILL FACTOR

A raging pandemic and a hostile business landscape... Swarup Bose took the biggest punt of his life by starting cold chain marketplace Celcius in 2020

94 • 'WE ENSURE ARTISANS RECEIVE FAIR INCOME AND DIGNITY'

Nand Kishore Chaudhary, founder and chairman of Jaipur Rugs, on his entrepreneurial journey, empowering women and building a business with integrity

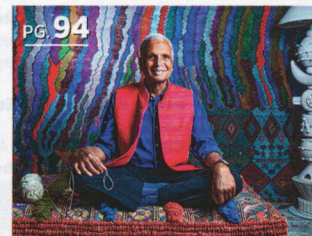
96 • 'THERE WILL ALWAYS BE A MARKET FOR PREMIUM CRICKET CONTENT'

Venu Nair, president-global cricket of Sportfive, on the primacy of top-level cricket and how the International Masters League is poised to capture a global audience

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91 • TREADING LIGHTLY IN TIGER LAND

Ecofriendly tourism and conservation efforts at the Satpura National Park have not only revived tiger numbers, but also offer visitors an experience like no other



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Nand Kishore Chaudhary is glad that he built Jaipur Rugs while maintaining his integrity

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