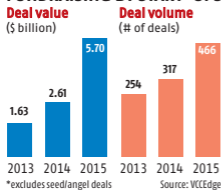


2015 FOR START-UPS: OF EXUBERANCE, CORRECTION, AND RATIONALISATION

The dream run for start-ups that began in mid-2014, continued till mid-2015, driven by excess liquidity and a FOMO (fear of missing out) effect. Hedge funds, some of whom made big bets on Chinese internet firms and won, and others who missed out on them, raced to acquire a slice of the Indian consumer internet pie. These drove valuations and saw start-ups raising \$5.70 billion in 2015, with many raising fresh rounds of money in a span of six to eight weeks. Investors were already concerned as valuations were ahead of fundamentals, and they began to slow down from May-June. The sentiment thus, changed: Investors were no longer in a hurry to close deals or write big cheques. The same investors who were asking start-ups to chase growth were now asking for unit economics. As it became clear that fundraising will become tougher, start-ups began to rationalise (Housing, Foodpanda, Zomato, PepperTap) and conserve cash to stay longer in the game. Here's a snapshot of what 2015 meant for start-ups

FUNDRAISING BY START-UPS



THE \$100 MILLION CLUB*

Flipkart	\$15 billion
Snapdeal	\$6 billion +
Ola Cabs	\$5 billion +
Paytm	\$3 billion +
InMobi	\$2.5 billion +
Zomato	\$1 billion +
Quikr	\$1 billion +
Shopclues	\$500 million
Practo	\$500 million
Jabong	\$450 million
BigBasket	\$400 million
Grofers	\$300 million +
GirnarSoft	\$300 million
Capillary Tech	\$150 million +
Urban Ladder	\$150 million +
Pepperfry	\$100 million +

*Start-ups with a valuation of \$100 million+ based on media reports Source: Tracxn

BIG M&As AMONG START-UPS

Target: FreeCharge
Acquired: Snapdeal
 Deal value: \$400 million
 Funds raised: \$117 million
 Investors: Sequoia Capital, Sofina, ru-Net, Tybourne, InnoVen Capital

Funds raised: \$36 million
 Investors: Helion, Bessemer, Accel, Blume

Target: Exclusively
Acquired: Snapdeal
 Deal value: Undisclosed
 Funds raised: \$18.8 million
 Investors: Accel Partners, Helion

Target: TaxiForSure
Acquired: OlaCabs
 Deal value: \$200 million

Target: ApnaPaisa
Acquired: Andromedaloans
 Deal value: Undisclosed
 Funds raised: \$20.2 million
 Investors: Helion, Bessemer, Accel, Blume

Target: babyoye
Acquired: Mahindra Retail
 Deal value: Undisclosed
 Funds raised: \$14.5 million
 Investors: Accel, Tiger Global, Helion

Source: Tracxn

START-UPS IN THE NEWS

Housing: This SoftBank-led real estate portal has been in the news for all the wrong reasons, which included firing two CEOs, laying off almost a 1,000 people. It has rationalised operations to focus on key verticals. Likely to survive 2016

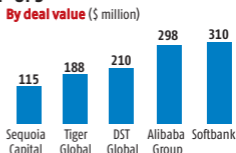
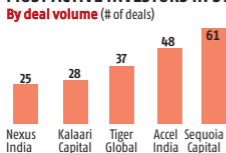
TinyOwl: The food tech start-up has struggled to find traction in 2015. It, too, had to go through large-scale layoffs after the company could not make money or raise fresh capital.

Outlook: Will survive. May pivot to delivery of homemade food only

Zomato: After food discovery, Zomato forayed into food delivery and table reservations in 2015, where its products yet to prove its mettle. It laid off 300 people, and is conserving cash by segregating markets for b2b products and ad sales. 2016 will test it in food delivery

Source: Compiled by BS Reporters

MOST ACTIVE INVESTORS IN START-UPS



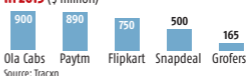
Source: VCCEdge

CAPITAL MAGNETS: COMPANIES

Company	Deal value (\$ billion)	Rounds
Flipkart	\$3.15 billion	12 rounds
Ola Cabs	\$1.18 billion	7 rounds
Snapdeal	\$1.54 billion	10 rounds
Paytm	\$585 million	4 rounds
Quikr	\$346 million	6 rounds

Source: Crunchbase

In 2015 (\$ million)



Source: Tracxn

CAPITAL MAGNETS: SECTORS

Sector	No. of deals	Funding
Retail	102+	\$1.8 billion
Fintech	66+	\$1.2 billion
Transport	31+	\$1 billion+
Enterprise & SAAS	152+	\$602 million
Logistics	44+	\$540 million
Health-tech	79+	\$332 million
Food	52+	\$196 million
Local services	40+	\$83 million
Edu-tech	42+	\$70 million
Groceries	19+	\$116 million

Grofers counted under logistics; Paytm under fintech though it is in e-commerce too; Practo counted under health-tech though it has big play in SAAS; Other companies which raised over \$100 million: Quikr, Saavn, Oyo, Pepperfry Source: Tracxn