



**the talk**

# **COIMBATORE TOP EMERGING STARTUPS**

Document produced by GrowthEnabler  
as a Knowledge Partner of the talk

## ABOUT GROWTHENABLER

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GrowthEnabler is an online B2B marketplace and objective decision insights platform for Global Enterprises to rapidly source innovative digital solutions and engage with new vendors to partner with, procure from, and invest in.

# INTRODUCTION

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Tamil Nadu has a rich industrial history and has been a commercial hub since very early days. Currently, more than 50 percent of state's investments are done by the Government. The Government has a mission of raising the state's startup ecosystem to a global level by 2023. Under this mission, it is encouraging development of technologies like Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), and Software as a Service (SaaS). It not only has launched a Startup Fund of INR 250 Cr, but also has an action plan for encouraging innovation, resource availability, skill development, and collaborating with educational institutes to promote entrepreneurial spirit. Tamil Nadu already boasts to be a home to some of the country's most successful startups such as BankBazar and Freshworks. Even before the current tech boom, Tamil Nadu has witnessed successful Internet businesses such as Matrimony.com, Sulekha.com, CaratLane and many more.

With more than 2500 industries, Coimbatore rightly earned its nickname 'Manchester of South India'. That legacy still persists with successful startups like Ampere Vehicles (acquired by Crompton) and Aries Biomed. Today, Coimbatore has startup accelerators, incubators and educational institutes, and close to 150 startups - all in pursuit of excelling innovation and building new and disruptive solutions. This report is a step in that direction and aims to recognise the efforts and spirit of the entrepreneurs who have managed to build a company that has the potential to scale to global level and bring Coimbatore to the front gates of business and innovation.

## ABOUT THE TALK

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the talk is a new media & thought leadership platform. BIG IDEAS is one of the vertical and a knowledge platform for Startups & SME entrepreneurs. the talk BIG IDEAS enagages with Startups & SMEs on a regular basis to find the challenges of entrepreneurs and it is committed & focused in creating platforms for small medium businesses to connect, engage and get new insights to grow their business. We bring Startup & SME entrepreneurs, Investors, Corporates, Governments, Industry practitioners, and professionals together on a common platform. BIG IDEAS is in a mission to enrich the platform with knowledge & creating opportunities for Startup entrepreneurs and has joined hands with GrowthEnabler to bring out well researched reports & insights and spread among audience across the ecosystem, which will create a lot of visibility, opportunities & partnerships.

# RESEARCH METHODOLOGY

GrowthEnabler's proprietary research methodology analyses the business impact of disruptive technologies and digital innovations. We capture and assess the impact these technologies have as part of the larger business ecosystem in order to enable executives to take informed business decisions, based on facts.

The GrowthEnabler Personalised Intelligence Interface (Pii) platform delivers data and intelligence from the startup economy, enabling business leaders and tech entrepreneurs to interact, innovate and grow faster.

## Market Analysis

GrowthEnabler conducts extensive primary and secondary data analysis, using proprietary pattern analysis techniques, web algorithms and scoring methodologies to provide relevant market data, trends, industry analysis on sub-sectors, technology areas, applications, industry landscapes and competitors across startup technology segments. GrowthEnabler curates large volumes of data collected from various channels, including, databases, reports,

journals, associations, interviews and other sources. Primary insights are gathered using surveys from key business and technology leaders in corporate organisations, investor groups, public sector entities and technology startups. Following this, several market drivers, constraints, opportunities and challenges for specific markets are identified and used as input using regression modelling.

## Startup Technology Landscape & Analysis

### Step 1: Startups database building

The Tamilnadu startup database is built using primary and secondary research analysis, led by a team of analysts and subject matter experts (SMEs), coupled with Machine Learning and Natural Language Processing (NLP) technologies to facilitate data mining across the web.

**Primary Research** – The Primary research data is derived directly from GrowthEnabler Surveys, Interviews and company profile information provided by Startups Registered on the GrowthEnabler Pii platform.



**Secondary Research** – A team of Machine Learning and NLP experts scan wide range of data sources including startup websites, news, industry reports & investor portfolios to extract secondary data, which is then validated by founder/s, CXOs, product heads or other senior decision makers.

**Analyst validation** – A team of Analysts and SMEs validate both primary and secondary data while pro-actively interacting with senior decision makers and cross-referencing against business databases, to finally derive the relevant analysis included in this report.



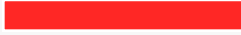
### Step 2: Startup evaluation with GrowthEnabler Personal Intelligence Interface

The research here identifies the top disruptive startups from Tamilnadu and captures 100 different parameters. Out of the 100 parameters, 58 sub-parameters are classified under 5 core categories that are then used to calculate the GrowthEnabler Startup Score. The categories include:

- ▶ **Leadership Team** – For education, experience & profile relevancy
- ▶ **Business Traction** – For market potential and business model
- ▶ **Product & Innovation** – For the stage of product readiness and end-user value of the innovation
- ▶ **Financial Strength** – For the financial fidelity with revenue & funding
- ▶ **Social Media & Branding** – For the media mentions, awards & social media traction



# TOP STARTUPS FROM COIMBATORE



## Adloggs

adloggs.com

Internet of Things (IoT) - Logistics &

YoE: 2019

HQ: Coimbatore, India

FUNDING: \$100.00K



**Darshan Krishnasamy**

Founder/Head of Strategy

Platform for hyperlocal delivery aggregator; also provides solutions to manage delivery service and staff.

### SOLUTIONS:

Logistics Tracking, Supply Chain Intelligence, Mobile Marketing Tools, Customer Engagement, Mobile apps, location based

**PRODUCTS:** Adloggs platform

7.1

AD LOGGS

EMERGING

## Synctag

synctag.com

Artificial Intelligence (AI)

YoE: 2016

HQ: Other, India

FUNDING: \$761.55K



**Harsh Mehta**

Founder & CEO

Synctag is an application to manage email, social, media, content networks and provides AI analytics for such networks

### SOLUTIONS:

Digital Marketing Tools, Social Media Marketing Tools, Email Management

**PRODUCTS:** Synctag

7.02



EMERGING

## Maxbyte

maxbytetech.com

Artificial Intelligence (AI)

YoE: 2016

HQ: Coimbatore, India



**Ramshankar C S**

Chief Executive Officer

Maxbyte provides IoT applications for industrial product lifecycle management and acquiring sensor data for analytics.

### SOLUTIONS:

Industry 4.0

**PRODUCTS:** byteFACTORY - Manufacturing

6.75

maxbyte.  
Inspiring industry x.0

EMERGING

## icliniq

icliniq.com

HealthTech - Fitness

YoE: 2012

HQ: Coimbatore, India



**Dhruv Suyamprakasam**

CEO

Icclinq is a online doctor consultation platform.

### SOLUTIONS:

Fitness Apps & Devices, Mobile Health, Telemedicine Solutions, Mobile apps

**PRODUCTS:** iCliniq

6.62

icliniq  
THE VIRTUAL HOSPITAL

EMERGING

## Healtho5

healtho5.com

HealthTech - Patient Engagement

YoE: 2015

HQ: Bangalore, India



**Kousik Rajendran**

Co Founder / CEO

*Healtho5 Solutions provides Patient Relationship Management solutions for Hospitals, Diagnostic centers and*

### SOLUTIONS:

Mobile Health, Remote Patient Monitoring, Mobile apps, Clinical Trial Solutions, improved patient care, Patient Engagement

**PRODUCTS:** MedEngage® Consent

6.41

HEALTHO5

EMERGING

## RFPIO Inc.

rfpio.com

IaaS

YoE: 2016

HQ: Beaverton, United States

FUNDING: \$27.00M


**AJ Sunder**

CIO and Co-Founder

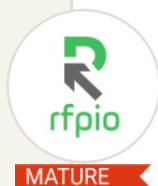
RFPIO provides RFP software that helps you improve the sales proposal process.

### SOLUTIONS:

Enterprise Collaboration Tools, Collaborative software tools, Enterprise Knowledge Management, Enterprise Collaboration Hubs,

**PRODUCTS:** Advanced Import and Export

6.39



MATURE

## Syntellect

syntellect.co.in

Enterprise Apps - Customer Support

YoE: 2010

HQ: Coimbatore, India


**Sumedha Salunkhe Naik**  
 Founder & CEO

Syntellect is a online customer profiling tool.

### SOLUTIONS:

Lending platforms, Credit risk management

**PRODUCTS:** RightProfile

6.13



SCALING

## Analog and Digital

and-labs.com

Internet of Things (IoT) - Urban

YoE: 2008

HQ: Coimbatore, India


**Shyam Jude**  
 Founder & CEO

Analog and Digital Labs is an Information Technology, IoT and Artificial Intelligence product development company

### SOLUTIONS:

Driver Safety, Connected Vehicles, Vehicle Tracking Systems, lane control devices, Research Management Platforms, Innovation

**PRODUCTS:** ATCS

5.6



SCALING

## Gugu

guguenergy.com

GreenTech/CleanTech - Electric

YoE: 2015

HQ: Coimbatore, India

FUNDING: \$750.00K


**Guhan R P**  
 Co-Founder

Gugu makes electric Connected Vehicles with network of open & free fast charging stations across India.

### SOLUTIONS:

Connected Vehicles, Energy monitoring, Product discovery, Storage as a service, automobiles maintenance, Energy Efficiency,

**PRODUCTS:** Gugu Energy

5.36



SCALING

## COITOR IT Tech

coitor.com

RetailTech

YoE: 2013

HQ: Coimbatore, India

FUNDING: Undisclosed


**K.R. Sivasubramaniyem**  
 Co-Founder & Product development Head

COITOR IT Tech is a Retailtech providing enabling customers to try and buy using Augmented Reality

### SOLUTIONS:

Virtual makeup trial, AR/VR Solution

**PRODUCTS:** Coitor Virtual Dressing Room

5.06



EMERGING

