

Message from Faculty Mentor:

"Dear Reader,

The ninth issue of UDYOGPATRA has been released. The members of UDDYOMI, E-Cell of Calcutta Business School are thankful to all the readers for their valued support.

As a part of the ongoing process and initiative, we had organised our QUIZ SERIES 9 on September 3, 2019. Ms. Sneha Dutta and Mr. Kundan Pal from Batch 2019-21 got the first and second position respectively.

On behalf of UDDYOMI, E-Cell of Calcutta Business School, I congratulate both of them. Looking forward to more participation in making the Quiz and UDYOGPATRA a great success.

Hope you will enjoy reading."

Dr. Pinaki Ranjan Bhattacharyya
Associate Professor - Marketing and
Faculty in-Charge, E-Cell

From a school dropout to earning Rs 3 Cr, this Lucknow entrepreneur wants to take his chikankari business global



In order to earn a living, Nitesh established Triveni Chikan Arts in 2011 in Lucknow. The 32-year-old

says his aim is to take the 400-year-old Lucknowi Chikankari art form to the connoisseurs of the finest embroidery products throughout the globe.

The company deals in the manufacturing and export of hand embroidered Chikankari kurtas, tunics, sarees, men's kurtas, women's suits, lehengas, and



other handicrafts and apparels. Nitesh says the business was started with an initial investment of Rs 13,000 and now has an annual turnover of around Rs 3 crore.

Why Mumbai's iconic Famous Studios decided to launch a coworking space especially for millennials.



Coworking spaces, the future of the workplace, have

mushroomed across India at an astounding speed. With over 850 coworking spaces, most concentrated in Delhi, Mumbai, and Bengaluru, and over 179 in Tier II and III cities, India is the second largest market for flexible workspaces in APAC, second only to China. Reason enough for Mumbai's iconic Famous Studios to launch Famous Working Company (FWC), a coworking space that aims to foster creativity and offer creators "access to the entire spectrum of services that cater to their art".

Issue No - 10

Investments Platform Groww Raises \$21.3 Mn, To Expand In New Markets



Bengaluru-based wealth management platform Groww has raised \$21.3 Mn in Series B funding round led by fintech-

focused investment firm Ribbit Capital. The startup aims to utilise this funding to expand its workforce by hiring across functions of engineering product and growth teams.

The company also plans on using this investment to enhance tech capabilities and build super scalable infrastructure for investing.

Groww was launched in April 2017 by former Flipkart employees Lalit Keshre, Harsh Jain, Neeraj Singh and Ishan Bansal.

The platform makes investing in mutual funds easier for first-time investors through mobile apps and a web platform. The company claims to have over 2.5 Mn users in India, with more than 60% of these users coming from outside the top six Tier 1 cities.

Nestaway Invests \$10 Mn To Its Co-Living Entity Hello World



Home rental startup Nestaway has invested \$10 Mn towards its co-living and student living entity, Hello World,

which is being led by the Nestaway cofounder Jitendra Jagadev. The biggest differentiator between Hello World and Nestaway model is the fact that all Hello World properties are leased and managed by the company itself. On the other hand, Nestaway operates on a marketplace model where anyone can list their properties for tenants.

Launched in April 2019, Hello World is currently operational in 15 cities including Bengaluru, Hyderabad, Delhi-NCR, Pune, Kota, and Mumbai among others. In the last five months, Hello World claims to have 10K beds with an occupancy rate of 90%.

In the next two-three months, the company says it would be looking to expand its capacity to over 50K beds in nine more cities across India — Indore, Manipal, Chandigarh, Vizag, Lucknow, Ahmedabad, Cochin, Goa, and Vellore.

The base rent for one bed in a Hello World property is INR 10K which also includes the food cost of the tenant. Interestingly, two of the Bengaluru properties under the Hello World banner are also offering coworking spaces, which are accessible to both tenants and non-tenants at a monthly rate of INR 7K per seat.

French Startup Believe Sets Up Base In Indian Live Music Market With Entco Acquisition



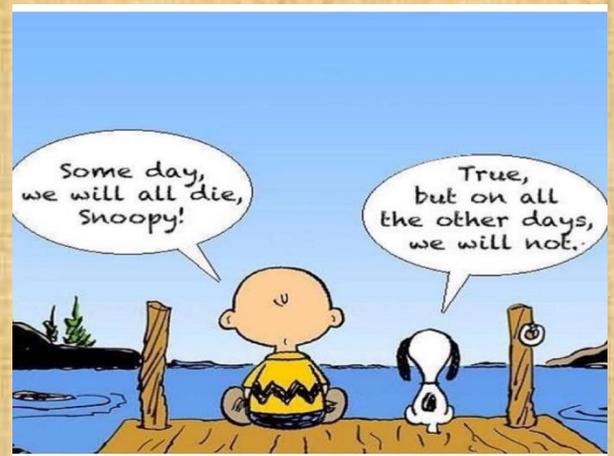
Paris-based technology and artist services company

Believe on Wednesday announced the acquisition of Mumbai-based live music production company, The Entertainment Company (Entco), for an undisclosed amount. Ent.Co has been curating, designing and producing luxury and lifestyle experiences for brands and consumers across India, the Middle East, South East Asia, and the USA.

Post-acquisition, Entco will be rebranded as Believe Entertainment and will be based in Mumbai. It is expected to closely align live music experiences for brands and consumers with Believe's growing music distribution, label services, and artist services operations in the market.

Issue No - 10

Believe Entertainment will build on Entco's existing business of enabling live experiences, music festivals, and concerts. Founded by Subramanian Iyer, managing director, and Warren de Sylva, creative director, the company has offered an array of services, including digital content, live performances, and sync opportunities.



TEAM UDDYOMI

Ayushi Pani , Ahana Barh , Vishal Aaditya Kundu , Sanidul Islam , Avik Ghosh , Quamar Azam , Topsy Dey, Sumeet Agarwal , Vijaylakshmi Agarwal , Souvik Roy Chowdhury , Nikita Ranjan , Subhalaxmi Nath , Oindrila Dasgupta , Anshu Kumar , Homa Firdaus , Sourodeep Rudra



Contact Address:

E-Cell Team - UDDYOMI

Calcutta Business School

Diamond Harbour Road, Kolkata, West Bengal 743503

Phone: (033)24205200

Email: e-cellcbs2018-2021@calcuttabusinessschool.org