

**Message from Faculty Mentor:**

"Dear Reader,

The fifth 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 this ongoing process and initiative, we had organised our QUIZ SERIES 4 on June 27, 2019. Ms. Prarthana Bihari, Ms. Sujata Sharma, Mr. Om Prakash and Mr. Sarbasis Abhishek Nanda jointly shared the winning position. On behalf of UDDYOMI, E-Cell of Calcutta Business School, I congratulate all of them.

Looking forward to more participation in making the Quiz and UDYOGPATRA a great success

Happy reading."

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

**HOW THIS ENTREPRENEUR CATERS TO 3400 CLIENTS WITH A TEAM OF JUST EIGHT**

37 year old Vikas Jha, an ex-merchant navy officer-turned-venture capitalist-turned



entrepreneur, always found himself drawn toward product design.

As he led a glamorous life of a VC in Europe — analyzing around 100 proposals and meeting 30-40 startups a week, he often found himself helping startups tweak and tinker their models to scale faster, apart from sanctioning their funds.

Thus, after realizing that his true calling is entrepreneurship, Vikas quit his job in 2013 and moved back to India. He built a Flipboard like a mobile app and zoomed in to a million downloads within nine months of its launch. But, owing to poor monetization and lack of spending on mobile ads back then, Vikas pivoted his business into a digital marketing agency.

He says, "The business boomed. In a short span, we got clients like Ford, W for Women, etc. But soon, despite the outward success, internally, things were hitting a plateau for us." To combat these growing internal challenges like culture issues and process destabilization, the company subscribed to eight to ten different tools to automate varied sales processes such as email campaigns, maintaining databases etc.

"While we brought automation to enhance productivity and scale the business further, we eventually realized that it was slowing down the whole process," he says. Moreover, as the team's size grew to 40, the tools' cost per employee was offsetting the company's profits. This is when Vikas decided to decrypt the entire chain of processes that a sales deal goes through.

"Usually, the work on a deal is initiated by finding prospective clients on LinkedIn, Angellist and Twitter. Then, personalized emails are scheduled, post which, real-time analytics is done to track clients' engagement with emails. On figuring that out, calls are made from the CRM and each client's status with respect to the deal is tracked.

Further, the sales data is maintained at an individual and team level to gauge the performance of everyone." Since all of this was handled via different tools, a real-time 360-degree picture of a client was not coming through. "The data often had leakages, which posed a continuous risk to deals," he adds. Thus, he built an in-house, single, dedicated and integrated tool to get the functionality of all the ten tools combined into a single platform.



Launched in June 2016 and named *Alore*, the tool has

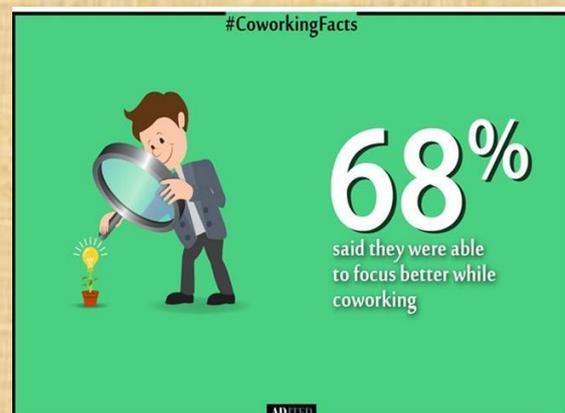
helped Vikas scale his business at an exorbitant pace and cut costs massively. Vikas says that the company at present is catering to more than 3400 clients with just a team size of eight, including him. With Alore having proven its mettle within the company, in 2018, Vikas launched Alore CRM — an AI-powered sales tool — for businesses to help them automate sales as

well as hack growth, bring productivity revolution at minimal costs.

## CO-WORKING SPACES ENTER EVENTS BUSINESS



Imagine going to work in the morning and partying on the same premises in the evening. Co-working spaces across the country are doing exactly this to make money in more ways than just lending its offices as a work space. Having invested in swanky lounges and decors, these offices are opening up their conference rooms, cafeterias and other amenities to conduct events for their members and also third-party companies — all for a charge.



Some of the events include networking sessions, hackathons or even a standup comedy show. GoWork, CoWrks, Awfis and WeWork are early movers in this revenue-generation stream.

With events contributing 20% of revenues, GoWork looks to increase the contribution by another 5-10% this year, under its GoSocial wing. "Sometimes, non-member companies also use our facilities for the same charge," said GoWork CEO & chief evangelist Sudeep Singh.



CoWrks, with the launch of its vertical Converge, offers their meeting and conference rooms on hourly charges. "Facilities are available at competitive rates in comparison to conducting events in any other 5-star hotel properties," said CoWrks director (new products) Nruthya Madappa.

While Cowrks offers a per-hour charge, GoWork charges Rs 80,000 a day for a basic hackathon for 100 members. Seat charge for a person for basic amenities is Rs 6,500 per month.

Some of the spaces also offer a barter-based approach to non-member companies. "For instance, if an upcoming F&B brand approaches us, we ask them to provide food for our events in exchange for business opportunities. However, if such a mutual agreement can't be drawn, third-party companies would have to pay a charge," said Awfis AVP (marketing) Sukriti Pandey.

Sumeet Kapoor, CEO of Delhi-based startup Employwise, an occupant of Go-Work, finds it easy to plan and organise office HR functions. "It is not easy to conduct events for a gathering of 200-odd people," he said.

### GOING GREEN: EKART TO DELIVER ON ELECTRIC VEHICLES

Ekart, the logistics arm of e-commerce marketplace Flipkart, said it will replace nearly 40% of its last-mile delivery fleet with electric vehicles (EVs) over the next nine months. The company is also setting up charging infrastructure at its hubs, and expects these initiatives to cut carbon emissions by over 50%.



Ekart clocks about a million deliveries a day. "Our team is working with local ecosystem partners to help them co-design concepts for electric vehicles best suited for the growing e-commerce industry," said Kalyan Krishnamurthy, Group CEO, Flipkart.

Flipkart has currently deployed eight electric vans in Hyderabad, 10 in New Delhi and 30 ebikes in Bengaluru. Mahindra & Mahindra and Tata Motors are two leading manufacturers of electric vans.

EVs will help cut costs, said Amitesh Jha, senior vice president, Ekart and Marketplace at Flipkart. "Electric freight mobility will play a key role in building a robust supply chain for the future and reduce our dependence on conventional power sources," he said.



Grocery retailer BigBasket uses electric vehicles for deliveries in Hyderabad and Delhi-NCR, and solar power in seven warehouses across Bengaluru, Gurugram and Chennai, founder VS Ramesh told ET. Food delivery app Swiggy too does more than 1.5 million deliveries a month on cycles.

### WHY ARE INVESTORS BETTING ON E-SPORTS?



E-sports, or gaming that involves multiplayer professional gamers and tournaments offering lucrative price money, is now seeing investor attention. Data from startups tracking firm Tracxn shows that in 2019 (YTD), \$35.8 million was invested in e-sports startups through four rounds, up from just over \$7 million invested in the entire of 2018. In 2017, the sector saw a mere \$3.7 million invested.

Mobile Premier League (MPL) saw the highest overall funding in the sector with a total of \$40.6 million pooled in from Go-Jek's Go internet, Sequoia India and Times Internet. E-sports also accounted for four of the five deals in gaming in 2019, the data further showed.



Companies such as MPL and Gaming Monk, which conduct or stream multiplayer tournaments, have been receiving investor attention. With the dawn of PUBG, gaming in India is becoming more professional with people earning big bucks through tournaments or even streaming them.

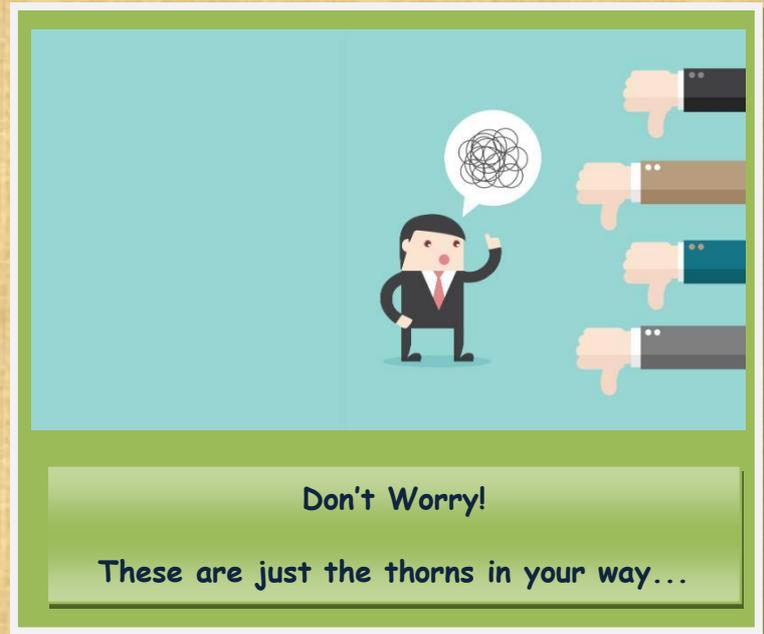
Earlier, gaming was mostly casual with competitive sports not seeing traction. On an average, PUBG streamers earn Rs 30,000 to Rs 60,000 per month.



Mumbai-based Cobx Gaming, which organises esports tournaments of DOTA, FIFA, etc, has seen a growth from one-two teams in 2017 to six this year.

"There is a price pool of up to Rs 1,40,000 this year and the teams are steady. Corporates including Yes Bank and HP are also big sponsors, thereby attracting more skilled participants," said Cobx Gaming CEO Mujahid Rupani.

Companies also attribute mobile-first gaming and increasing internet speeds for driving professional gaming. "One does not need consoles or expensive PlayStations for this, games like PUBG and Fortnite Royale can be played on the laptop and even phones. This has helped us grow our user base from 20,000 to 5 lakh in less than two years," said Gaming Monk co-founder Ashwin Haryani.



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