

Message from Faculty Mentor:

"The Entrepreneurship Cell (E-Cell) of Calcutta Business School was initiated in 2012. Since then, the E-Cell was functional in creating an environment to motivate budding entrepreneurs. Many of our Alumni have met with success, and to achieve more, the E-Cell has been reconstituted with a new name "UDYAMI" meaning 'who takes initiative'. In line with that, the E-Cell has launched the first issue of the Newsletter "UDYOGPATRA" featuring and covering many news which are happening everyday around us. We shall be pleased if readers can pour in with more suggestions / views in making the newsletter a successful one".

Hope you will enjoy reading.

Dr. P.R. Bhattacharyya

OYO ROOMS LOOKS TO BUILD OWN CLOUD KITCHEN BRANDS

Budget hotel start-ups Oyo Rooms (Oravel Stays Pvt. Ltd) plans to create cloud kitchen brands, as part of its strategy to become a full-fledged hospitality chain, said three people familiar with the company's plans, requesting anonymity. While the core idea is to standardize food across Oyo properties, it is also looking to list the brands on food delivery platforms, such as Swiggy and Zomato, the people added.

Oyo's plan to add food as a category is targeted towards increasing the business for its hotel partners, apart from acting as a full-fledged hospitality brand. "The focus is going to be on hotels without any in-house food and beverage services".



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FINTECH START-UPS PAYING WAY FOR A FINANCIALLY SMART INDIA WITH GLOBAL RECOGNITION

Fintech start-ups have recently started tapping the unmet demand from smaller cities and industries in terms of credit and financial guidance.

Among all fintech start-ups, the ones who had maximum share were payment companies, lending, insurance and personal finance management startups. Some significant names that have made an impact include Paytm, MobiKwik, Policy Bazaar, PhonePe, PayU, Kissht, and Shubh Loans.

Shubh Loans, a mobile money lending start-ups, is making loans accessible to the underserved and unserved.

Monish Anand, Founder and CEO of the company, said: "Indian digital lending industry is poised to grow dramatically with a potential market size of 100 billion dollars by 2023, according to a BCG report. The advancements in technology and data science are further fuelling fintechs to serve the credit deprived."



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MUMBAI BASED TEA AND SNACK CHAIN GENERATED REVENUE OF RS. 5 CRORE IN 2017-18

Adnan Sarkar, the founder and CEO of Dr Bubbles introduced a new variety of the beverage, bubble tea - tea topped with tapioca balls and jellies. But this concept did not click in Indian market because the taste of Indian people varies vastly.

Traditionally it is made only with black tea but Sarkar's research showed that black tea was not widely accepted in India. "Green tea, however, was quite popular among youngsters because of its health benefits," says the 35 year-old.

He added popping juice bubbles and juice jellies to go with the tea because bubble topping of tapioca pearls was quite bland. These new variations made the product a lot more exciting.



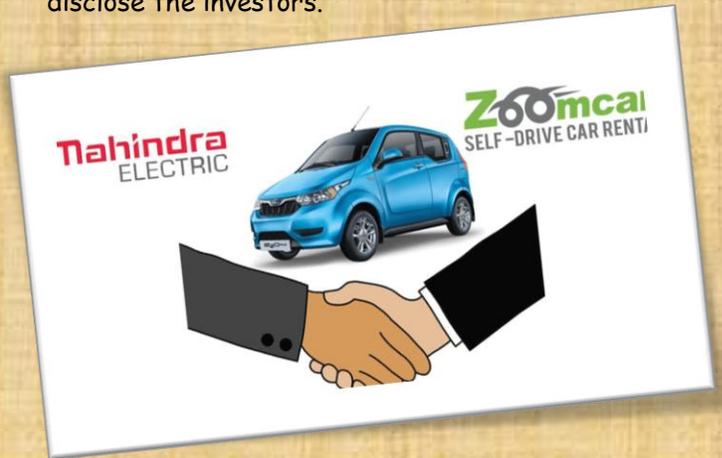
Dr Bubbles was founded with an investment of Rs. 25 lakh in August 2015, along with Mrs. Sarkar. This start-up expanded into a chain of 35 quick service restaurants in all over India. This company seeks to take its franchise count to 100 by 2020. It has also a planning to venture into the FMCG space by launching ready-to-make bubble teas.

MAHINDRA SAID TO LEAD \$500 MILLION ZOOMCAR FUNDING ROUND

Mahindra is expected to pump in \$300-400 million into Zoomcar, which will use the funding to buy more cars.

Self-drive car rental platform Zoomcar (ZoomCar India Pvt. Ltd) is in talks to raise around \$500 million in a fresh funding round led by automaker Mahindra and Mahindra Ltd, said two people aware of the

development. The funding round will include a mix of debt and equity financing. The company's chief executive, Greg Moran, confirmed that the company is looking to raise up to \$500 million, but did not disclose the investors.



OFFERING MEDICAL CARE AT YOUR DOORSTEP

"Telemedicine is a very popular concept in the west. The exponential growth in India's digital economy offered a promising opportunity for on-demand preventive and curative healthcare at one's doorstep in India," says Amit Munjal, the founder and CEO of Dr Insta.



The idea came from the US where Munjal used a telemedicine app. He wanted to start something in India too because of the low ratio between doctor and patients. He found the poor availability of doctors in Tier 2 and Tier 3 cities. BrahmaX Ventures invested around Rs. 3.5 crore to set Dr Insta in India. Dr Insta provides access to healthcare professionals 24*7 via voice and video calls. Each consultations can be availed on a pay of Rs 440. There is also annual subscription package with Rs. 2500 and 30 day trial period for free.

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It covers major health issues like - medicine, gynaecology, diet and nutrition related issues. This company also provides home delivery of medicines, diagnostic test reports over email.

This company has more than 100 doctors on its platform, also has a B2B2C. The company generated Rs. 6 crore in revenue in 2017-18 and it expects high growth in upcoming years.

OLA EXPANDS SERVICES TO THREE NEW CITIES IN UK, BUT NOT WITH ELECTRIC AUTOS



Bengaluru-based ride-hailing platform Ola confirmed that it has launched its services in three new cities in the UK - Liverpool, Birmingham, and Reading, after local councils granted the platform with both taxi and private hire vehicle (PHV) licenses.

A press statement shared by the company confirmed that the app doesn't allow one to hire electric rickshaws, and the green 'tuk-tuks' seen were for a limited period and part of a promotional campaign. The company added that one can hire both black cabs and private hire vehicles on the platform.



Start-ups can now avail income tax exemption for 3 years in a block of 7 years, if incorporated after 1st April 2016.

TEAM UDYAMI

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