

# The Contenders were...

## STARTUP OF THE YEAR



**Krishna Kumar**  
Simplearm,  
Bengaluru



**TA Krishnan**  
Ecom Express,  
Delhi



**Ritesh Agarwal**  
OYO Rooms,  
Gurgaon



**Neeraj Kakkar**  
Hector Beverages,  
Gurgaon



**Albinder Dhindsa**  
Grofers,  
Gurgaon



**Girish Mathrubootham**  
Freshdesk,  
Chennai



**Shashank ND**  
Practo,  
Bengaluru



**Bhavish Agarwal**  
Ola,  
Bengaluru



**Sandeep Sabharwal**  
Sohan Lal Commodity  
Management, Delhi

## TOP INNOVATOR



**Shallesh Goswami**  
Foyr.com,  
Hyderabad



**Vinay Nathan**  
Ailizon Systems,  
Pune



**Samay Kohli**  
GreyOrange,  
Gurgaon



**Anu Acharya**  
Mammygenome India,  
Hyderabad



**Dharamveer Singh Chouhan**  
ZO Rooms, Delhi

## BEST ON CAMPUS



**Yash Vardhan Kanol**  
Jack of all Threads,  
Bengaluru



**Aditya Gandhi & Sahiba Dhandhanla**  
Purple Squirrel, Mumbai



**Sidhant Pal**  
Protopy Int Solutions,  
Pune



**Ankit Mishra**  
StoryXpress,  
Gurgaon



**Anjana Reddy**  
Universal Sportsbiz,  
Bengaluru

## WOMEN AHEAD



**Tanvi Malik & Shivani Poddar**  
FabAlley, Delhi



**Richa Kar**  
Zname,  
Bengaluru



**Anu Acharya**  
Mammygenome India,  
Hyderabad



**Chitra Gurnani Daga**  
Therilophilia,  
Bengaluru



**Shivakumar Ganesan**  
Exotel,  
Bengaluru



**Suchi Mukherjee**  
LineRoad,  
Gurgaon

## COMEBACK KID



**Jaydeep Barman**  
Faasos,  
Pune / Mumbai



**Aditya Rao**  
LocalOye,  
Bengaluru



**Ambarish Gupta**  
Knowarity,  
Delhi



**Ritesh Agarwal**  
OYO Rooms,  
Gurgaon



**Ritesh Arora**  
BrowserStack,  
Mumbai

## BOOTSTRAP CHAMP



**Onkar Singh**  
42Gears,  
Bengaluru/ Santa Clara



**Paras Chopra**  
Wingify,  
Delhi



**Durgesh Gupta & Subbaraju Pericherla**  
Real Shoppee, Hyderabad



**Krishna Lakamsani**  
iPay (Dukanline),  
Hyderabad



**Mayukh Choudhury**  
Milaao Social Ventures,  
Bengaluru

## SOCIAL ENTREPRISE



**Kiran Anandampillai**  
Drzhi Eye Care,  
Bengaluru



**K Chandrasekhar**  
Forus Health,  
Bengaluru



**Manish Ranjan**  
NanoHealth,  
Hyderabad



**Shweta Aprameya**  
YTS Solutions,  
Mumbai



**Subrata Mitra**  
Accel Partners,  
Bengaluru

## MIDAS TOUCH



**Alok Goyal**  
Heron Venture Partners,  
Gurgaon



**Anupam Mittal**  
Angel Investor,  
Mumbai



**Avnish Bajaj**  
Matrix Partners,  
Mumbai



**Vani Kola**  
Kalaari Capital,  
Bengaluru

Learn from Silicon Valley and other successful ecosystems, but also play to your strengths. Don't blindly follow what works for somebody else

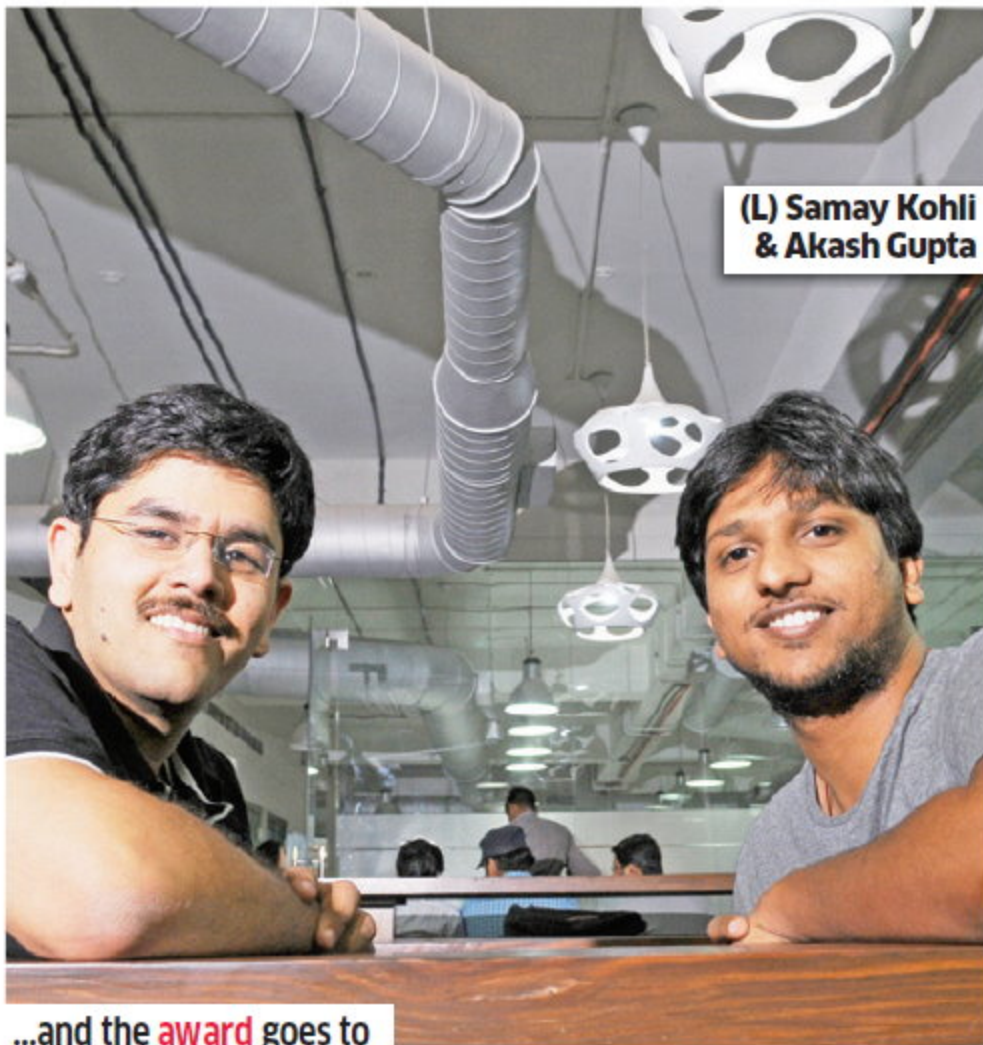
Girish Mathrubootham CEO, Freshdesk Technologies

Articulate the vision continuously and ensure each step you take is towards this. It helps align the entire team behind a common purpose. Hire 'A' players only

Shashank ND CEO, Practo

# Innovations that Launch a Business, Disrupt an Industry

GreyOrange is preparing to dominate in warehouse automation beyond India



...and the award goes to

## TOP INNOVATOR

### Samay Kohli & Akash Gupta GreyOrange

GreyOrange began life in 2011 as an education and training company for robotics. But soon founders Samay Kohli and Akash Gupta realized it was not a model they could scale. They also became aware that their core strength lay in technology, as opposed to building an army of teachers. So after six months, they launched a product firm building medical devices and camera tracking systems. But that did not satisfy them. A year after starting up and two pivots later, GreyOrange got a clear direction: to service the ecommerce industry.

Although ecommerce was stuttering in India at the time, the two engineers from the Birla Institute of Technology and Science in Pilani had the farsightedness to understand that warehouses would become the power centers of ecommerce companies.

Their unconventional and bold bet has come true, and today GreyOrange commands 90% of India's warehouse automation market, powering over 1.8 lakh square feet of storage space. It competes with companies such as Swisslog and Kiva Systems, a subsidiary of internet retailer Amazon.

"The core team is pretty happy about it," said Chief Executive Kohli, 29, on winning the 'Top Innovator' award. "We are very excited." GreyOrange—an amalgamation of grey matter and orange, a colour Kohli says represents fun and creativity—has two products: Sorter and Butler.

Sorter, which costs Rs 3 lakh, is a high-speed system that consolidates orders and routes parcels. By Diwali, the company will have installed sorting capacity of three million parcels a day. Butler, which costs Rs 50,000, is an order-picking system. It is tailored for high-volume, high-mix orders, characteristic of ecommerce and omni-channel logistics.

GreyOrange said it has sold about a hundred units of its automation products so far.

"Robotics was perceived to be a tough subject, but that was contradictory to what Akash and I thought," Kohli said.

It is a large market that GreyOrange is going after: According to London-based WinterGreen Research's Industrial Logistics Robots report, sale of robots for logistics, packaging and materials handling, among other things, is projected to grow at a compounded rate of 10.1% and reach \$31.3 billion by 2020.

To tap into some of that potential, GreyOrange is set to expand into Asia-Pacific, the Middle East and Europe, for which it raised \$30 million from Tiger Global and Blume Ventures, the largest fundraise by a robotics company globally.

Presently, the company has more than 300 employees at its offices in Hong Kong, Gurgaon, Mumbai, Delhi, Bengaluru and Hyderabad. Its Gurgaon-based development team will soon move into a 1,200-seat campus with a global prototyping center that is equipped with laser cutters, 3D printers, a full-fledged paintshop, five-axis milling and lathe, customer demo centres and a host of simulation equipment.

Not one to rest on their laurels, Kohli and Gupta are already working on their next product.

## CONTENDERS



### Sandeep Sabharwal | Sohan Lal Commodity Management

The warehousing services provider's software checks stored crops for temperature, humidity control & pest prevention. SLCM provides technology to convert a barren piece of land or empty building into a food storage facility in 24 hours.



### Shailesh Goswami | Foyr.com

The company's end-to-end interior design and décor solutions help home owners design their homes using products listed on the site from local sellers. Foyr provides home owners with augmented reality, virtual reality and 3D visualization tools to design their spaces.



### Anu Acharya | Mapmygenome India

The company applies genomics for profiling disease-risk in people and for predictive diagnosis. Mapmygenome's lifestyle and personal genomics products provide a glimpse into the genetic basis of health, inherited conditions and diseases.



### Vinay Nathan | Altizon Systems

The product company, focused on the industrial Internet, offers sensor data appliances and software development kits for extracting data from factory machines. Altizon's Datonis platform can listen to the chatter among machines, aggregate data and perform analytics in real time.