

EU-South Asia Startup Help Desk- Why India?

The Indian startup ecosystem has really taken off and come into focus on its own—driven by factors such as massive funding, consolidation activities, evolving technology and a burgeoning domestic market. The numbers are depicting—from approx. 3000 startups in 2014 to a more than approx. 11000 in 2020, this is surely not a passing trend. There are various successful startups that are growing rapidly and changing how an existing industry works in the process like Paytm, Redbus, InMobi, Housing.com, Zivame, AdPushup to name a few which serves as an appetizer for delving deep into the world of the Indian startup ecosystem which is the 4th largest on the entire planet.

Reasons for Selecting India

India's ecosystem has been scaling up from its beginnings in 2004. The momentum began through the high growth of its large consumer-facing businesses such as Flipkart (sold to Walmart for \$16 billion), Ola Cabs, and Paytm, and the trend continues with soon-to-be decacorns like OYO, BYJU's, and Swiggy. There is also a continuing rise of global SaaS leaders like Druva, Zoho, and Freshworks from India.

India's biggest advantage is its openness to new technologies. India's skilled workforce and India's large domestic market provides significant advantages. The Indian economy has benefitted from the country's accelerating startup activity.

Favourable Market

Openness to new technologies

Access to VC, Enablers

Growth Demographics

Enablers, accelerators, and incubators are firms providing startups with growth advice and decision-making tools. Key stakeholders of the ecosystem including startup accelerators, incubators, venture capitalists, angel investors, support groups, technology corporations and mentors provide funding and support for startups.

Investments into start-ups have increased by over 100 percent, from \$2.0 Bn in 2017 to \$5.2 Bn in 2019. The total number of start-up funding deals especially in the late stages (Series C, D, E, and F) witnessed an unprecedented growth of around 250%, from \$847 million in 2017 to \$4.0 billion in 2019 which signifies investor confidence in the Indian start-up ecosystem..



<https://startups.lk/euhelpdesk/eu-south-asia-startup-helpdesk.html>



eu-srilanka@servicefacility.eu



Direct Contact-India: +917598706604
Direct Contact-EU: +359882933505
Direct Contact-Sri Lanka: +94777884626