

# The group of Emergents



Process partner



An initiative by NASSCOM EMERGE Forum – <http://emerge.nasscom.in>

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## MESSAGE

The increasing enthusiasm witnessed every year, only reinforces our belief that we are on the right track and participants now look forward to this initiative, with as much zeal as they pursue their entrepreneurial dreams.

This is only the third year of our annual recognition of the top 50 emerging companies. The increasing enthusiasm witnessed every year, only reinforces our belief that we are on the right track and participants now look forward to this initiative, with as much zeal as they pursue their entrepreneurial dreams. The potential of emerging/startup companies is a well-documented fact and in a way these awards are a testimony to some of the good work that is being done in this segment. This year, we sharpened our focus and re-categorised under three distinct heads – Startups, Innovation and Growth. We also witnessed a change in participation across cities – 63 per cent of the applicants were from Bengaluru, Mumbai/Pune & NCR. The other major cities – Hyderabad and Chennai accounted for 16 per cent. It was also heartening to see a significant participation from the Tier II & III cities which accounted for 21 per cent of the applications. Our assessment was based on a number of parameters, including financials, growth, market differentiators, customers, market visibility and distribution. The jury met the shortlisted companies in-person in New Delhi and Bengaluru, to arrive at the list of Top 10 companies.

In the Startup category, our 'test results' show that software products are becoming increasingly popular in the startup community with Cloud/SaaS-enabled services following closely behind. IT Services is still very much a dominant stream, though just a tad behind these two. Self-funding is still the most preferred mode of funding with Angel/Seed Investment just a distant second. Another interesting trend that was observed was that 50 per cent of the startups had 10 or less employees on the rolls. And, almost half the startups were profitable in FY2011, a huge cause for cheer.

In the Growth category, it is also interesting to note that the average three-year CAGR for the companies is 81 per cent which is far greater than the growth of the overall IT industry across the globe. Companies operating in the Niche Service (Internet, Mobile & Cloud) domain had a whopping average three-year CAGR of 108 per cent.

In the Innovation category, there was a fairly uniform split across categories of innovating companies with Enterprise/Consumer Products companies being the most innovative. And, the average R&D investment by companies in the innovation category for the last three years was (₹) 2.47 crore.

We hope you have a great time, as much as we did in going through some of the great works that our emerging companies are doing. Once again, our heartiest congratulations to all the companies for making a mark and being a role model for others to emulate. For those who did not make it, please continue doing the good work and take consolation in the fact, that this country needs hundreds and thousands of you to take this industry to the next level of growth.

Som Mittal  
President, NASSCOM

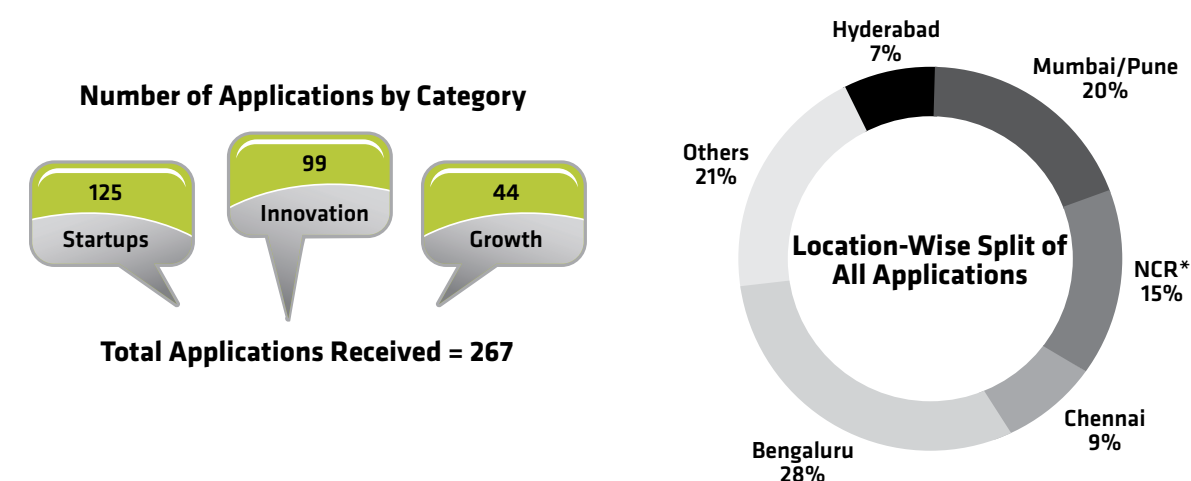
Krishnakumar Natarajan  
Chair – NASSCOM EMERGE  
Forum, CEO & MD –  
MindTree Ltd.

Sharad Sharma  
Chair – NASSCOM Products  
Forum & Chairman –  
Movico Technologies



# APPLICATIONS & SELECTION FRAMEWORK

## APPLICATIONS RECEIVED FOR THE NASSCOM EMERGE 50 AWARDS

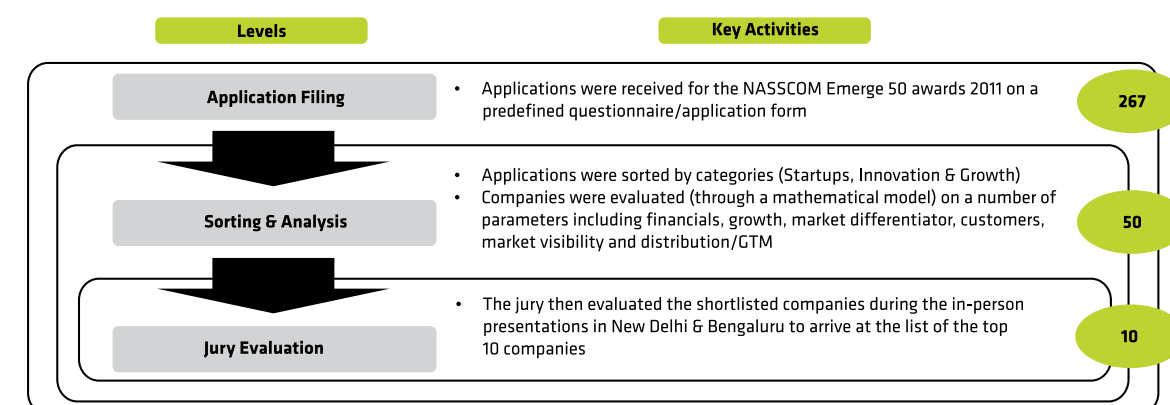


Location-Wise Split of Application Categories

Innovation (n=99)	% of Companies	Startups (n=125)	% of Companies	Growth (n=44)	% of Companies
Bengaluru	29	Bengaluru	34	Bengaluru	30
Mumbai/Pune	14	Mumbai/Pune	22	Mumbai/Pune	14
NCR*	18	NCR*	19	NCR*	20
Chennai	12	Chennai	6	Chennai	5
Hyderabad	7	Hyderabad	5	Hyderabad	7
Others	19	Others	14	Others	25

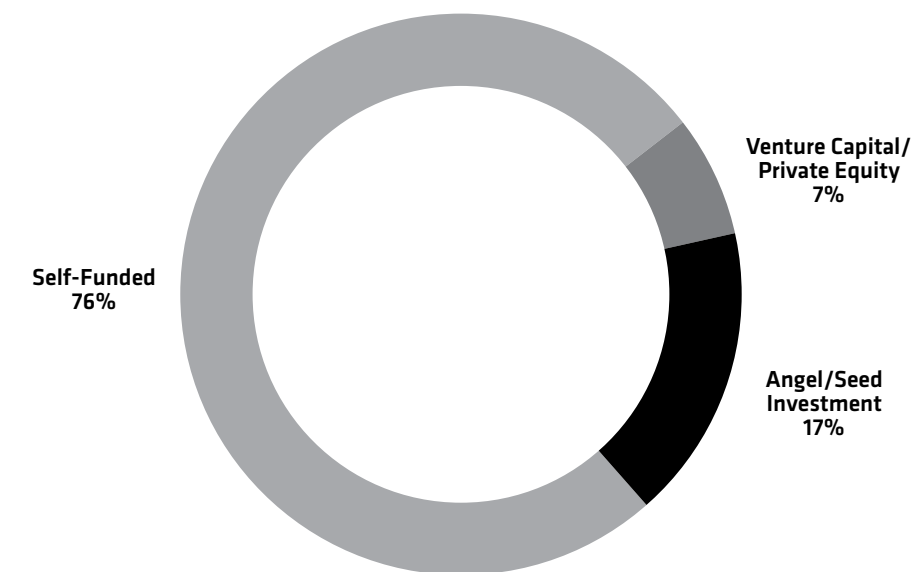
\*Note: National Capital Region (NCR) includes Delhi, Gurgaon & NOIDA

## SELECTION FRAMEWORK

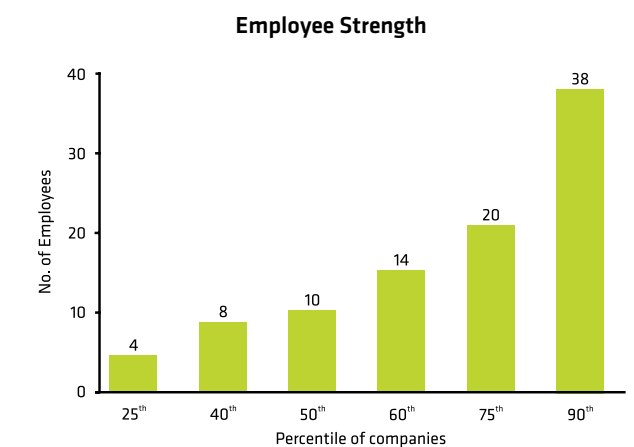
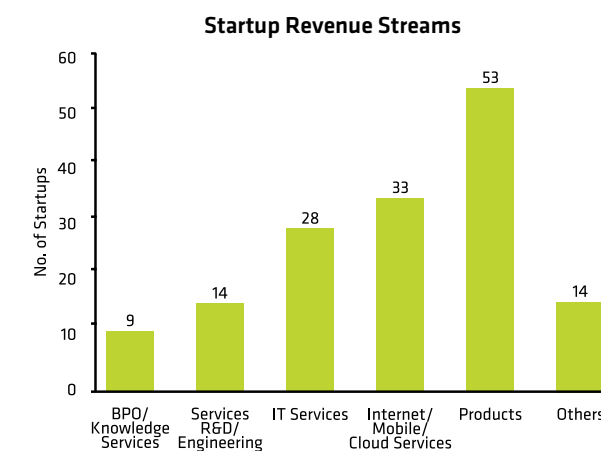


## KEY TRENDS & ANALYSIS

## OBSERVED TRENDS IN THE STARTUP CATEGORY

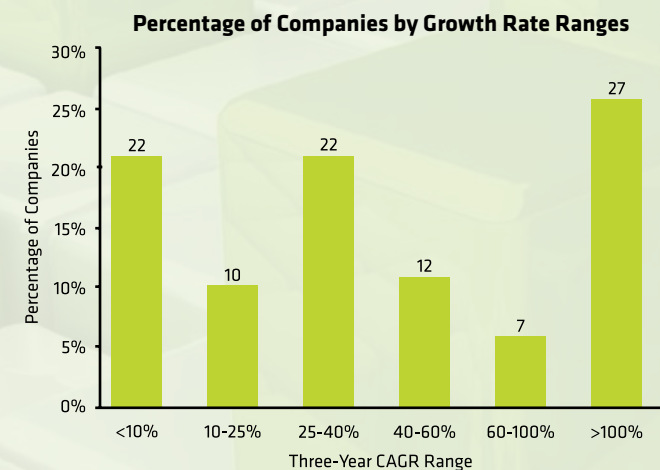


- Most startups were primarily Self-Funded (76 per cent) but Angel/Seed Investments (17 per cent) have also started gaining momentum
- 50 per cent of the startups had more than 10 employees on their rolls
- Almost half (46 per cent) of all startups that applied were profitable in FY2011
- Majority of the startups (42 per cent) relied on product segments to generate revenue
- Niche Services (Internet, Cloud and Mobile) are making inroads with 26 per cent of startups leveraging these opportunities

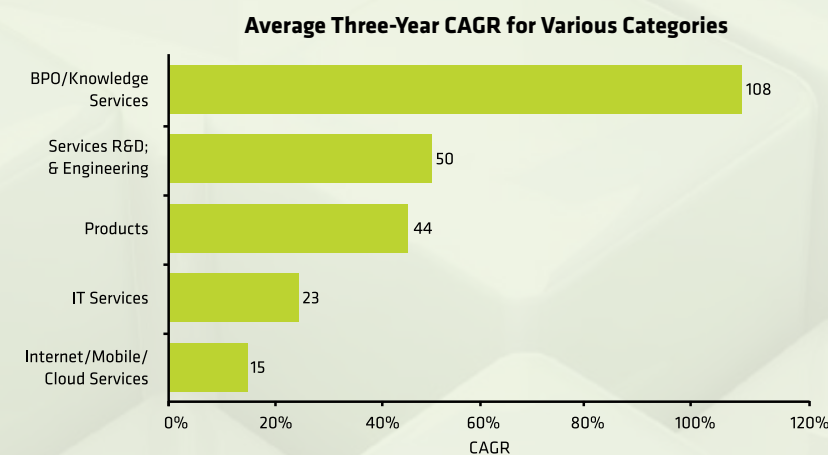




## OBSERVED TRENDS IN THE GROWTH CATEGORY

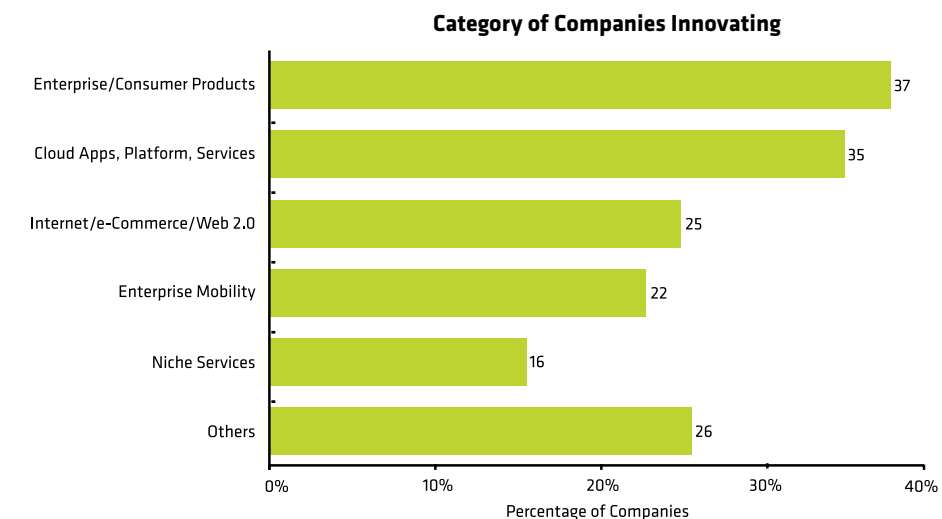


- The average three-year CAGR for companies in the Growth category was 81 per cent which is far greater than the growth of the overall IT industry across the globe
- Interestingly, 27 per cent of all applied companies had witnessed a CAGR higher than 100 per cent for the last three years

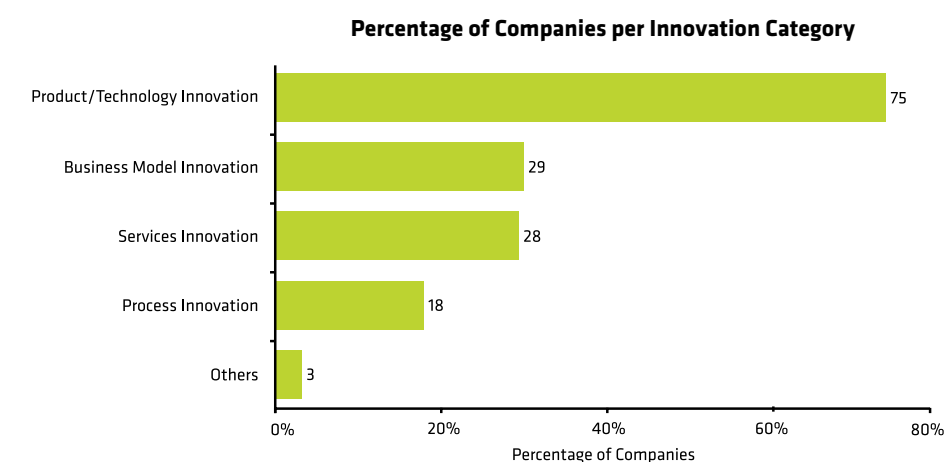


- Companies operating in the Niche Service (Internet, Mobile & Cloud) domain had a whopping average three-year CAGR of 108 per cent
- While IT Services and Product space showed average growth of 50 per cent and 44 per cent respectively, companies in the BPO/Knowledge Services sectors lagged behind

## OBSERVED TRENDS IN THE INNOVATION CATEGORY



- There was a fairly uniform split across categories of innovating companies, with Enterprise/Consumer Products companies being the most innovative
- The average revenue per employee considering all companies in the innovation category was about ₹ 10.27 Lakh



- The average R&D investment by companies in the innovation category for the last three years was ₹ 2.47 crore
- Cost reduction & enhanced productivity were the top-end customer value additions, enabled by innovation

# JURY MEMBERS



**Anil Bakht**  
MD, Eastern Software Systems



**Sharad Sharma**  
Chair – NASSCOM  
Product Forum



**Navyug Mohnot**  
CEO & Founder, QAI India



**Vijay Shekar Sharma**  
One97 Communications



**Krishnakumar Natarajan**  
CEO & Managing Director  
MindTree Ltd.



**Sanjay Anandaram**  
JumpStartUp Venture Fund



**NRK Raman**  
Former CEO  
Oracle Financial Services



**Jasminder Gulati**  
Computer Associates



**Anal Jain**  
Bodhi Technologies

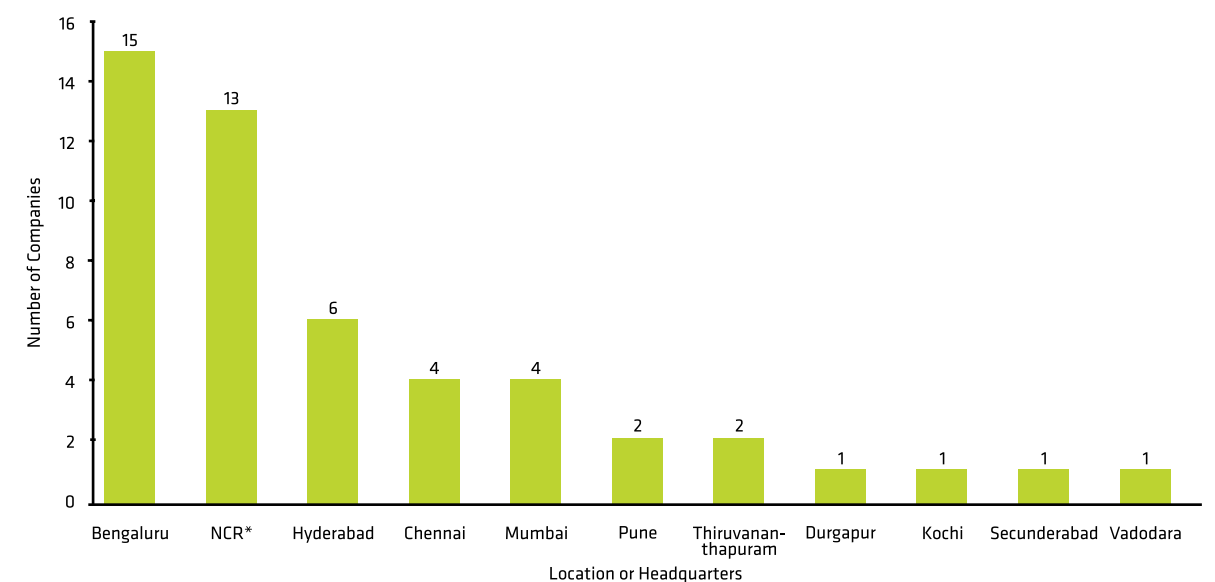
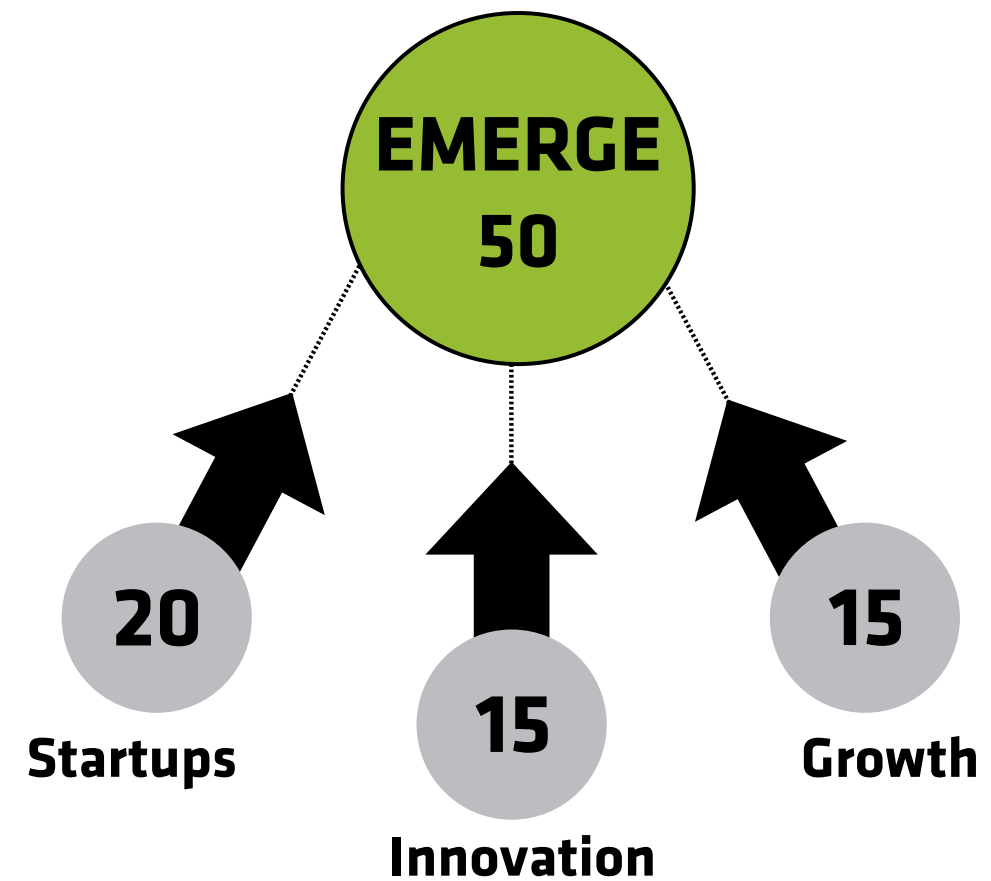


**Alok Mittal**  
Canaan Partners



# NASSCOM EMERGE 50 FOR 2011

## NASSCOM EMERGE 50 FOR 2011



\*Note: National Capital Region (NCR) includes Delhi, Gurgaon & NOIDA

## EMERGE 50: STARTUPS

**Company Name:** AliveNow Inc  
**Headquarter:** Bengaluru  
**Year of Inception:** 2009  
**Company Website:** [www.alivenow.in](http://www.alivenow.in)

A social media management company offering solutions for branding, marketing and advertising on social media.

**Company Name:** Forus Health Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2010  
**Company Website:** [www.forushealth.com](http://www.forushealth.com)

A technology company that develops products and solutions that address health problems of the developing world.

**Company Name:** AlmaMate Info Tech  
**Headquarter:** NOIDA  
**Year of Inception:** 2008  
**Company Website:** [www.almamate.in](http://www.almamate.in)

A provider of talent and competency management solutions.

**Company Name:** GDE Pvt. Ltd.  
**Headquarter:** Pune  
**Year of Inception:** 2011  
**Company Website:** [www.jbt.in/globaldeliveryexcellence.html](http://www.jbt.in/globaldeliveryexcellence.html)

An enterprise software product company, focusing on collaborative product development and services management.

**Company Name:** BodhBridge Educational Services Pvt. Ltd.  
**Headquarter:** Chennai  
**Year of Inception:** 2009  
**Company Website:** [www.btechguru.com](http://www.btechguru.com)

A platform for video-based training through online and offline channels.

**Company Name:** iDuple  
**Headquarter:** Pune  
**Year of Inception:** 2009  
**Company Website:** [www.iDuple.com](http://www.iDuple.com)

A provider of new age digital environments.

**Company Name:** Capillary Technologies  
**Headquarter:** Bengaluru  
**Year of Inception:** 2008  
**Company Website:** [www.capillary.co.in](http://www.capillary.co.in)

A company providing Cloud-based real-time customer engagement solutions on mobile for retailers.

**Company Name:** Indrion Technologies  
**Headquarter:** Bengaluru  
**Year of Inception:** 2007  
**Company Website:** [www.indrion.co.in](http://www.indrion.co.in)

A company providing infrastructure automation solutions by embedding context sensitivity into applications.

**Company Name:** Innoz Technologies Pvt. Ltd.  
**Headquarter:** Gurgaon  
**Year of Inception:** 2008  
**Company Website:** [www.innoz.in](http://www.innoz.in)

A player in the mobile search market providing a Q&A search engine.

**Company Name:** OLPC India Foundation  
**Headquarter:** Gurgaon  
**Year of Inception:** 2008  
**Company Website:** [www.olpcindia.net](http://www.olpcindia.net)

A provider of low-cost, open source, energy efficient XO laptops which share internet access from a single connection.

**Company Name:** Jade Magnet Online Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2009  
**Company Website:** [www.jademagnet.com](http://www.jademagnet.com)

An online platform for delivery of a range of creative services through a network of thousands of creative providers.

**Company Name:** Ozonetel Systems Pvt. Ltd.  
**Headquarter:** Hyderabad  
**Year of Inception:** 2007  
**Company Website:** [www.ozonetel.com](http://www.ozonetel.com)

A company building PSTN Cloud to enable Cloud services, e.g. CloudPBX, CloudIVR, CloudAgent, CloudBPO, etc.

**Company Name:** LetsIntern.com  
**Headquarter:** New Delhi  
**Year of Inception:** 2010  
**Company Website:** [www.letsintern.com](http://www.letsintern.com)

A provider of internship and career services market space in India by connecting students, colleges and companies on one platform.

**Company Name:** Telerad Tech India Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2009  
**Company Website:** [www.teleradtech.com](http://www.teleradtech.com)

A company developing products and solutions to address healthcare IT in general, and radiology automation systems in particular.

**Company Name:** Nevaless Networks  
**Headquarter:** Mumbai  
**Year of Inception:** 2010  
**Company Website:** [www.nevaless.com](http://www.nevaless.com)

A business network provider for SMBs using Software-as-a-Service (SaaS) model.

**Company Name:** TravelTriangle.com  
**Headquarter:** NOIDA  
**Year of Inception:** 2011  
**Company Website:** [www.traveltriangle.com](http://www.traveltriangle.com)

A travel marketplace which brings together agents with best deals as per the travellers' travel needs.



**Company Name:** VidTeq  
**Headquarter:** Bengaluru  
**Year of Inception:** 2008  
**Company Website:** [www.vidteq.com](http://www.vidteq.com)

A startup in the field of navigation, location and local search building maps and databases.

**Company Name:** Wingify  
**Headquarter:** Delhi  
**Year of Inception:** 2010  
**Company Website:** [www.wingify.com](http://www.wingify.com)

A provider of website optimisation tools that help other businesses increase their online sales and conversions.

**Company Name:** Wifinity Tech  
**Headquarter:** Bengaluru  
**Year of Inception:** 2010  
**Company Website:** [www.wifinitytech.com](http://www.wifinitytech.com)

Creators of a solution which enables the enterprise to form an 'intelligent grid or intranet' of physical assets.

**Company Name:** Zenga Media Pvt. Ltd.  
**Headquarter:** Gurgaon  
**Year of Inception:** 2009  
**Company Website:** [www.zengatv.com](http://www.zengatv.com)  
[www.zengagroup.com](http://www.zengagroup.com)

A company providing real-time streaming technology which can stream on 2.5G and above networks.

## EMERGE 50: INNOVATION

**Company Name:** Flytxt  
**Headquarter:** Thiruvananthapuram  
**Year of Inception:** 2008  
**Company Website:** [www.flytxt.com](http://www.flytxt.com)

A provider of mobile marketing and advertising technology and services.

**Company Name:** Knowcross Solutions Pvt. Ltd.  
**Headquarter:** New Delhi  
**Year of Inception:** 2001  
**Company Website:** [www.knowcross.com](http://www.knowcross.com)

A provider of hospitality software with a suite of products that collectively contribute to improving the guest experience.

**Company Name:** Frontline Consulting Services Pvt. Ltd.  
**Headquarter:** Hyderabad  
**Year of Inception:** 2007  
**Company Website:** [www.fcs-inc.com](http://www.fcs-inc.com)

A system integration company with solutions to enable companies run the business, deploy products and business intelligence tools.

**Company Name:** MobME Wireless Solutions Pvt. Ltd.  
**Headquarter:** Thiruvananthapuram  
**Year of Inception:** 2006  
**Company Website:** [www.mobme.in](http://www.mobme.in)

A player in the mobile VAS industry with a range of platforms on SMS, voice and USSD.

**Company Name:** In4velocity Systems Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2002  
**Company Website:** [www.in4velocity.com](http://www.in4velocity.com)

A provider of real estate and construction management software.

**Company Name:** Pennywise Solutions Pvt. Ltd.  
**Headquarter:** Hyderabad  
**Year of Inception:** 2003  
**Company Website:** [www.pennywisesolutions.com](http://www.pennywisesolutions.com)

A provider of application development and maintenance for web and mobile digital marketing.

**Company Name:** INXS Technologies Ltd.  
**Headquarter:** Chennai  
**Year of Inception:** 2005  
**Company Website:** [www.inxsasia.com](http://www.inxsasia.com)

A company developing customised applications for the financial industry, natively built across multiple mobile OS.

**Company Name:** Pinnacle Infotech Solutions  
**Headquarter:** Durgapur  
**Year of Inception:** 1998  
**Company Website:** [www.pinnaclecad.com](http://www.pinnaclecad.com)

A provider of Building Information modelling (BIM) and MEP design, modelling and coordination solutions for the construction industry.

**Company Name:** RapidValue IT Services Pvt. Ltd.  
**Headquarter:** Kochi  
**Year of Inception:** 2008  
**Company Website:** [www.rapidvaluesolutions.com](http://www.rapidvaluesolutions.com)

A company working with enterprises to build mobile applications, especially on smart phones and tablets.

**Company Name:** Spatial Ideas  
**Headquarter:** Mumbai  
**Year of Inception:** 2010  
**Company Website:** [www.spatialideas.com](http://www.spatialideas.com)

A company with an information-engaging platform for mapping applications (GIS) and targeted marketing.

**Company Name:** Sankhyaa Learning (P) Ltd. (HeyMath!)  
**Headquarter:** Chennai  
**Year of Inception:** 2000  
**Company Website:** [www.heymath.com](http://www.heymath.com)

A provider of educational curriculum-oriented digital resources delivered both through offline and online platforms.

**Company Name:** Stelae Technologies  
**Headquarter:** Delhi  
**Year of Inception:** 2002  
**Company Website:** [www.stelae-technologies.com](http://www.stelae-technologies.com)

A provider of a metadata extraction and content structuring solution.

**Company Name:** Smaat Aqua Technologies Pvt. Ltd.  
**Headquarter:** Hyderabad  
**Year of Inception:** 1998  
**Company Website:** [www.smaataqua.com](http://www.smaataqua.com)

A company developing end-to-end solutions for water, air and energy management systems.

**Company Name:** TriggerO - PCMBPLUS Technologies Pvt.Ltd.  
**Headquarter:** NOIDA  
**Year of Inception:** 2009  
**Company Website:** [www.triggero.com](http://www.triggero.com)

A company building a social reward & recognition software platform on SaaS model for the corporate world.

**Company Name:** Softlink Global Pvt. Ltd.  
**Headquarter:** Mumbai  
**Year of Inception:** 1995  
**Company Website:** [www.softlinkglobal.com](http://www.softlinkglobal.com)

A provider of logistics optimisation software solutions across the logistics sector.

Note: For more information, please visit the respective websites.

## EMERGE 50: GROWTH

**Company Name:** 42Gears Mobility Systems Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2009  
**Company Website:** [www.42gears.com](http://www.42gears.com)

A provider of enterprise mobility management products helping companies to provision, manage and secure mobile devices.

**Company Name:** eMids Technologies Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 1999  
**Company Website:** [www.emids.com](http://www.emids.com)

A global healthcare IT partner with a comprehensive array of services and niche solutions.

**Company Name:** Ascenders Technologies Pvt. Ltd.  
**Headquarter:** Chennai  
**Year of Inception:** 2008  
**Company Website:** [www.ascenderstech.com](http://www.ascenderstech.com)

A company that provides enterprises a fail safe and rapid ERP implementation methodology.

**Company Name:** Indusface  
**Headquarter:** Vadodara  
**Year of Inception:** 2004  
**Company Website:** [www.indusface.com](http://www.indusface.com)

Provider of information security products, solutions and services to companies.

**Company Name:** Aujas Networks Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2008  
**Company Website:** [www.aujas.com](http://www.aujas.com)

A services company providing information security and risk management services for enterprise clients.

**Company Name:** Intense Technologies Ltd.  
**Headquarter:** Secunderabad  
**Year of Inception:** 1990  
**Company Website:** [www.intense.in](http://www.intense.in)

A company operating in the domains of customer communication management, content management, data quality, EBPP and self-care.

**Company Name:** CtrlS Datacenters Ltd.  
**Headquarter:** Hyderabad  
**Year of Inception:** 2007  
**Company Website:** [www.ctrls.in](http://www.ctrls.in)

A company that provides safe, reliable datacentre platform.

**Company Name:** Omnesys Technologies Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 1997  
**Company Website:** [www.omnesysindia.com](http://www.omnesysindia.com)

A company that provides a multi-asset, multi-venue trading system called Omnesys NEST



**Company Name:** Online Recharge Services Pvt. Ltd.  
**Headquarter:** Gurgaon  
**Year of Inception:** 1990  
**Company Website:** [www.rechargeitnow.com](http://www.rechargeitnow.com)

A company specialising in delivering next generation online prepaid recharge solutions.

**Company Name:** TELiBrahma Convergent Communications Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2004  
**Company Website:** [www.telibrahma.com](http://www.telibrahma.com)

A company focused around contextual mobile services, mobile marketing technologies and solutions.

**Company Name:** Roam Space Travel Solutions Pvt. Ltd.  
**Headquarter:** Bengaluru  
**Year of Inception:** 2008  
**Company Website:** [www.mustseeindia.com](http://www.mustseeindia.com)

A free travel planning website providing information, tools and booking for leisure travel planning in India.

**Company Name:** Towards Vision Technologies Pvt. Ltd.  
**Headquarter:** Gurgaon  
**Year of Inception:** 2002  
**Company Website:** [www.tvtworld.com](http://www.tvtworld.com)

A telecom product development company with expertise in developing product on VoIP and TDM.

**Company Name:** Seclore Technology  
**Headquarter:** Mumbai  
**Year of Inception:** 2004  
**Company Website:** [www.seclare.com](http://www.seclare.com)

An Enterprise Information Rights Management (IRM) company providing risk mitigation from information leakages.

**Company Name:** Vinove Software & Services Pvt. Ltd.  
**Headquarter:** New Delhi  
**Year of Inception:** 2004  
**Company Website:** [www.vinove.com](http://www.vinove.com)

An offshore IT services company offering HTML/open source development services to its clients from all across the globe.

**Company Name:** TalentSprint Education Services Pvt. Ltd.  
**Headquarter:** Hyderabad  
**Year of Inception:** 2008  
**Company Website:** [www.talentsprint.com](http://www.talentsprint.com)

A provider of interactive platform for remote learning and employability to allow skills development model to scale seamlessly.

## EMERGE 50 – League of Ten

## OUR WINNERS FOR 2011: TOP 10 EMERGE LEADERS



## ALIVENOW INC



### COMPANY DETAILS

Website: [www.alivenow.in](http://www.alivenow.in)

Headquarter: Bengaluru

Year of Inception: 2009

Total Employee (2011): 35

### COMPANY BRIEF

A full service social media management company offering solutions for branding, marketing and advertising on social media.

### KEY CUSTOMER FOCUS

Brands, enterprises, individuals and non-profits.

### KEY HIGHLIGHTS

AliveNow offers solutions for all leading social media portals (Facebook, Twitter, Blogger, YouTube, LinkedIn, Foursquare, Slideshare/Scrib, etc).

Their range of services include social media strategy and execution, analytics, listening, audits, application development, advertisement planning and management, content management, email marketing solutions, and graphic design support.

## CAPILLARY TECHNOLOGIES



### COMPANY DETAILS

Website: [www.capillary.co.in](http://www.capillary.co.in)

Headquarter: Bengaluru

Year of Inception: 2008

Total Employee (2011): 100+

### COMPANY BRIEF

Provides Cloud-based real-time customer engagement solutions on the mobile for retailers.

### KEY HIGHLIGHTS

Capillary provides customer engagement solutions to retailers and consumer facing businesses – with a focus on data capture, analytics, cross-sell solutions to generate a higher RoI on customer engagement for retailers.

Capillary delivers its solutions through its patent pending cloud plus mobile platform which has enabled it to grow impressively to serve retail stores and end-consumers.

### KEY CUSTOMER FOCUS

Retailers in India, The Middle East and The UK.



# FORUS HEALTH PVT. LTD.



## COMPANY DETAILS

Website: [www.forushealth.com](http://www.forushealth.com)

Headquarter: Bengaluru

Year of Inception: 2010

Total Employee (2011): 62

## COMPANY BRIEF

A technology company that develops products and solutions addressing health problems of the developing world.

## KEY CUSTOMER FOCUS

Rural population in developing countries.

## KEY HIGHLIGHTS

Forus Health develops affordable technology solutions that can be used by a minimally-trained technician thereby making health services accessible and scalable. Their products combined with software solutions potentially enables screening and treatment at the patient's doorstep.

The company has developed the 3nethra, a pre-screening ophthalmology device that detects diseases like cataract, glaucoma, diabetic retina, refraction and cornea problems.

# iDUPLE



## COMPANY DETAILS

Website: [www.iDuple.com](http://www.iDuple.com)

Headquarter: Pune

Year of Inception: 2009

Total Employee (2011): 100

## COMPANY BRIEF

iDuple is a digital environment company using Cloud Computing technologies.

## KEY CUSTOMER FOCUS

Individuals or businesses requiring innovative digital environments.

## KEY HIGHLIGHTS

iDuple builds digital environments using Cloud power to process high-end algorithms. iDuple has managed to come up with a digital environment that is interactive while keeping the cost of the product in check. The hardware is light-weight and uses sensors in different ways to gather information from users and physical objects and then all data is sent to the server for further computation.

# INNOZ TECHNOLOGIES PVT. LTD.



## COMPANY DETAILS

Website: [www.innoz.in](http://www.innoz.in)

Headquarter: Gurgaon

Year of Inception: 2008

Total Employee (2011): 100

## COMPANY BRIEF

A player in the mobile search market providing a Q&A search engine.

## KEY CUSTOMER FOCUS

Knowledge subscribers and advertisers.

## KEY HIGHLIGHTS

Innoz has developed technology and algorithm to identify high-value context segments of the mobile search market and built products around it to address these opportunities.

Its flagship product, SmsGYAN, is a Q&A search engine that delivers knowledge bits over SMS. People search for information on SmsGYAN which Innoz monetises through subscription as well as targeted advertising.

# MobME WIRELESS SOLUTIONS PVT. LTD.



## COMPANY DETAILS

Website: [www.mobme.in](http://www.mobme.in)

Headquarter: Thiruvananthapuram

Year of Inception: 2006

Total Employee (2011): 110

## COMPANY BRIEF

A player in the mobile VAS industry, core network solutions space, serving telecom operators with a wide range of platforms on SMS, voice and USSD.

## KEY CUSTOMER FOCUS

Network operators and mobile phone users.

## KEY HIGHLIGHTS

MobME is a Mobile Media & Entertainment company focused on value-added services for mobile phone users and carrier grade solutions for network operators.

MobME uses open source technologies to build scalable platforms, allowing the company to provide solutions for mobile value-added services, core network, and enterprises.

# TELiBrahma CONVERGENT COMMUNICATIONS PVT. LTD.



## COMPANY DETAILS

Website: [www.telibrahma.com](http://www.telibrahma.com)

Headquarter: Bengaluru

Year of Inception: 2004

Total Employee (2011): 92

## COMPANY BRIEF

Mobile solutions company focused on contextual mobile services, mobile marketing technologies and solutions.

## KEY CUSTOMER FOCUS

Advertising, marketing, retailing, telecom sectors businesses.

## KEY HIGHLIGHTS

Headquartered at Bengaluru, TELiBrahma has been creating mobile solutions offerings panning across sectors like advertising, marketing, retailing, and telecom. It had introduced the concept of Bluetooth-based interactive solutions/services and helped convert many of the metropolitan locations into Bluetooth hotspots.

TELiBrahma's clientele extends throughout India, Europe and the US and have worked with brands like Unilever, Coke, Kraft, Benz, BMW, Ford, Nike, Nokia and Adidas.

# WIFINITY TECH



## COMPANY DETAILS

Website: [www.wifinitytech.com](http://www.wifinitytech.com)

Headquarter: Bengaluru

Year of Inception: 2010

Total Employee (2011): 45

## COMPANY BRIEF

Wifinity provides the enterprise sector with customer intelligence solutions.

## KEY CUSTOMER FOCUS

Enterprise sector.

## KEY HIGHLIGHTS

Wifinity's solution enables the enterprise to form an 'intelligent grid or intranet' of physical assets using technologies that include artificial intelligence & wireless sensor networking. The solution enables buildings, plant and equipment and physical assets within an enterprise to communicate to each other and operate intelligently, allowing them to take smart decisions.

Wifinity incubated and is based out of IIM Bengaluru with a sales office in Fremont, California, USA.

# WINGIFY



## COMPANY DETAILS

Website: [www.wingify.com](http://www.wingify.com)

Headquarter: Delhi

Year of Inception: 2010

Total Employee (2011): 48

## COMPANY BRIEF

Provider of website optimisation tools that help other businesses increase their online sales and conversions.

## KEY CUSTOMER FOCUS

Business websites.

## KEY HIGHLIGHTS

Wingify makes website optimisation tools that help other businesses increase their online sales and conversions. Their flagship product Visual Website Optimiser, allows a marketer to easily A/B test his/her website and landing page by creating different versions of them and then analysing which version produced maximum conversions. The main innovation of the product is that it is meant for marketers and removes dependency on the IT department to create and conduct A/B tests.

# ZENGA MEDIA PVT. LTD.



## COMPANY DETAILS

Website: [www.zengagroup.com](http://www.zengagroup.com)

Headquarter: Gurgaon

Year of Inception: 2009

Total Employee (2011): 80

## COMPANY BRIEF

Provider of real-time streaming technology which can stream on 2.5G and above networks on mobile.

## KEY CUSTOMER FOCUS

Content consumers and advertisers.

## KEY HIGHLIGHTS

Zenga has its real-time streaming technology, which can stream on 2.5G and above networks on mobile, for live and archival video streaming across networks. They have been working operator agnostic and also with low bandwidth availability.

Zenga supports multiple revenue generation models through licensing the content, embedded advertising in the content or subscriptions on revenue share basis.



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