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**EMERGE 50 AWARDS**

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CELEBRATING THE  
TECHNOPRENEURS**



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# MESSAGE

The Indian technology product economy is on an unprecedented growth trajectory. Innovative software capabilities are poised to dramatically transform and reimagine massive incumbents and industries. The technology disruptions created by waves of cloud, social, mobile and big data technologies are being adopted at a furious pace globally as well as domestically. Indian organisations have this unique moment in history to seize the opportunity and the young innovative organisation are also shielded away from 'tough' markets.

'NASSCOM Emerge 50 Awards' programme, in its fifth year now, annually identifies, showcases and supports Top 50 high-potential emerging organisations in the country. They are redefining the benchmarks of excellence for the technology industry. The list is a bellwether for the direction in which these innovative emerging organisations in the country are headed.

The enthusiasm of entrepreneurs this year, like every other edition, has been overwhelming. The nominations in 2013 were characterised by a mixture of burgeoning success stories and promising start-ups that are coming up with exciting new solutions – ones to watch for the future. It was indeed very encouraging to see the maturity of the products being judged. The product landscape now exceeds the limit of software and finds synergy in hardware and other bodies of science.

The assessments themselves were based on number of parameters including financials, growth, market differentiators, customers, market visibility, scalability and most importantly innovation impact to name a few.

Our esteemed Jury members met the shortlisted organisations in person at Delhi, Bengaluru and Mumbai to arrive at the list of Emerge 50 and the 'League of 10' across technology areas like, cloud, internet related services, enterprise app, mobility, big data/analytics.

Cloud has come up as a platform of choice with more than 40 per cent solutions built on it.

Entrepreneurship, is now, not limited to IT hubs like Bengaluru, Hyderabad or metro/Tier 1 cities any longer. This was evident in Emerge 50 2013. This year's list carries ten organisations from Tier 2 cities.

In the start-up category, it was noted that funding ecosystems have strengthened, with 42 per cent of the firms having received funding from VC, angel, seed or government sources against 35 per cent last year.

In the growth category, we found that, average revenue growth for category applicants was over 50 per cent year on year.

This growing tribe of entrepreneurs, with its innovative solutions, is slowly but surely altering the country's IT landscape. Heartiest congratulations to all the winners on this spectacular achievement and our sincere appreciation for helping take the industry to the next level of growth.

**Som Mittal**  
President, NASSCOM

**Ravi Gururaj**  
Chair, NASSCOM Product Council

# EMERGE 50 2013 'LEAGUE OF 10'



## CloudByte

### Optimising performance in a virtual computing environment

With exponential data growth and growing IT and business requirements, setting up an efficient storage infrastructure is an imperative for organisations. Moreover, with more and more enterprises opting for a virtualised environment, organisations are facing problems in ensuring optimal performance of applications.

Bengaluru based CloudByte has developed a scalable, extensible storage platform that addresses issues related to legacy storage platforms and meets the evolving demands of new-age data centers. CloudByte's ElastiStor is a software-defined solution customised for virtual and cloud environments that guarantees performance of every application from a shared storage platform. ElastiStor is a software product that can be installed on commodity servers and acts as a storage controller guaranteeing performance (IOPS, throughput and latency) of every application. It optimises the storage infrastructure of enterprises in terms of cost and better utilisation of resources, and averts wastage. ElastiStor also promises to deliver on-demand performance, simplified management and easy integration.

Founded in 2011 by three technologists with rich experience and a clear understanding of

the storage networking space, the main challenge facing the organisation is the long gestation period to convert a lead into a sale. In an information environment, storing and managing information is critical and organisations tend to be careful while evaluating different storage strategies and opt for multiple pilots and trials in their data centers, which results in a lead time of 6-12 months. Despite this, the organisation has successfully onboarded several clients including a large service provider and secured two rounds of funding from global investors and private equity firms.

CloudByte, which started with a five member team, now has 50 people on board. Identifying the USA as a major market, CloudByte is ramping up its marketing team and expanding its channel partner program in the USA while continuing with product development and research at its centre in India. ElastiStor is currently in its third version and the organisation intends to proactively add new features and release upgraded versions to meet emerging storage needs of enterprises.

**Organisation**  
CloudByte

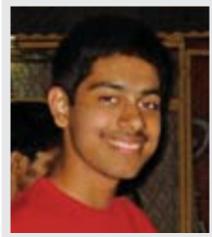
**Nominated in**  
Emerge Start-UP

**Play space**  
Cloud

**It all started in**  
2011

**At the helm**  
Umasankar Mukkara

**Winning gameplay**  
Allow cloud service providers and enterprises building private clouds to easily host performance applications



## Exotel

### Making the customer connection happen

The idea for Exotel, a two year old start-up that offers virtual phone services, came when the organisation's CEO Shivakumar Ganesan began looking for a phone service that would allow his previous start-up to handle calls and text messages without investing in EPABX infrastructure. When he eventually failed to find any, the journey to create Exotel began.

#### The Offering

Now, two years after the organisation was founded in June 2011, Exotel, which employees 18 people across Bengaluru, Mumbai and Chennai, offers Cloud Telephony and Hosted EPABX solution to a host of small and mid-sized business in India. Its core offering is toll-free, mobile and landline virtual numbers that can make & receive unlimited concurrent calls and send text messages. The service is completely configurable - users can add a custom welcome message and create links to departmental extensions (sales, customer support, service etc.) as well as use services such as voice-mail, call recording, and detailed call data reports on their numbers.

The advantage to small organisation and start-ups is obvious - instead of investing in PABX systems - organisation can quickly configure a cloud based

telephony service based on their custom requirements. Exotel CEO Ganesan also points out that larger organisation launching new business lines or offices also find them attractive, the reason why corporates like Godrej have signed up.

#### The 'App'y story

Overlying the cloud telephony infrastructure is a layer of apps that have helped create a true differentiator for Exotel's service. Certain apps are generalised and could be used by all Exotel customers such as the popular Oak Tree IVR app that can be used to set up an IVR with upto four extensions. 'Shout Out' an IVR based outbound communication app can be used to communicate with large groups simultaneously. These apps form part of Exotel's 'App Bazaar'.

#### Big Picture

The apps are an integral part of Exotel's growth strategy while also being a profitable part of the overall business. The apps are also a big part of the organisation's future vision. "We eventually want hundreds of apps that we can offer customers," points out Ganesan.



## Flytxt

### Deriving measurable economic value with big data analytics

Despite staggering growth, operators in the mobile telephony business are beset by challenges like increasing competition and stagnant average revenue per user (ARPU). Given this, service providers need analytical and intelligent tools that can help them understand changing customer preferences, and introduce services that can give them an edge over competitors. This is where Trivandrum based Flytxt saw both the need and opportunity to bridge a yawning gap.

Flytxt provides big data analytics powered revenue and customer experience management solutions for Communication Service Providers (CSPs) that helps the latter generate measurable economic value from their existing data. With a vision to generate over 10 per cent Economic Value for its CSP customers, Flytxt built its platform and applications around its patent pending technologies that interpret, infer, discover and predict KPIs, insights, recommendations and actions from large volumes of subscriber data residing with CSPs using advanced analytics. "Our unique focus is on generating more than 10 per cent economic value for our customers by leveraging Big Data Analytics", says Dr. Vinod Vasudevan, CEO at Flytxt.

From just two customers initially, the organisation today has over

29 customers across 22 countries around the globe. It has deployed its flagship platform NEON with many leading and progressive mobile operators in Asia and Africa serving more than 400 million subscribers and has generated more than USD 250 million as incremental revenue for its customers till now.

With an astounding growth in subscriber base, traditional query based technologies used for manual segmentation and targeting of subscribers were becoming obsolete with applications unable to crunch huge amount of data and produce timely insights. This is where Flytxt sees a unique positioning for its technology. Its proprietary big data analytics platform has enabled the organisation to segment target audience at a campaign level, derive insights, recommend product and services and offer promotions to subscribers in real-time.

Going forward, the organisation intends to leverage its big data technology and platform for other industry verticals as well. The promise though remains the same that is to generate measurable economic value from available consumer data to create tangible business profit. This is one organisation that is focused on its customer's bottomline!

#### Organisation

Exotel

#### Nominated in

Emerge Start-UP

#### Play space

Cloud

#### It all started in

2011

#### At the helm

Shivakumar Ganesan,  
Vijay Kumar

#### Winning gameplay

A smart virtual phone number to receive and make multiple calls and SMS that can add smart applications such as IVR, Missed Call, Call Recording and Routing, API Integration and more

#### Organisation

Flytxt

#### Nominated in

Emerge Growth

#### Play space

Big Data, Analytics

#### It all started in

2008

#### At the helm

Dr Vinod Vasudevan

#### Winning gameplay

Big Data Analytics driven technology and services bellwether in the area of customer experience and revenue management



## KeyPoint Technologies

### Communicating more with less

Smartphone app stores are full of thousands of apps that are used for a variety of activities ranging from work to leisure. However, the number of applications developed or adapted to provide access to the physically disabled is limited. This insight led to the birth of Hyderabad based KeyPoint Technologies, a global leader in user interface technology, which provides superior text input experience across diverse connected devices such as smartphones, feature phones, tablets, connected TVs and IVI systems.

The organisation's core offering, Adaptxt, a language intelligence engine that learns the usage pattern of users and adapts to their unique writing style, is a result of this effort. Adaptxt is essentially an intelligent keyboard app for touch screen devices with predictive capabilities and the ability to intuit and suggest words as you type. By leveraging artificial intelligence and natural language processing, it continuously learns and adapts to the user's style, vocabulary and preferred language and provides contextual and personalised suggestions to the user.

With a dynamic personal dictionary which includes the user's personal words and context as well as the Adaptxt Think Ahead user interface, the solution intelligently suggests words in

advance and does not limit itself to word completion or correction. Adaptxt delivers a faster and error-free text input experience by reducing the number of keystrokes required and enables people with limited mobility to communicate with less effort, and use a variety of applications. Adaptxt also supports over a hundred languages and comes loaded with industry specific dictionaries and jargon for the legal, medical, financial, business and IT domains.

The organisation has successfully partnered with OEMs in markets such as the US. To meet the demand fuelled by this success, KeyPoint brought on board investors from the UK. Today, KeyPoint has a presence in Japan as well as the US and serves partners in key markets including North America, Europe, Korea and Taiwan with 170 employees across locations. Adaptxt has also generated interest among telecom service providers, developers, enterprises as well as individual consumers who can download the app from app stores.

#### Organisation

KeyPoint

#### Nominated in

Emerge Growth

#### Play space

Enterprise Mobility

#### It all started in

2004

#### At the helm

Sunil and Sumit Goswami

#### Winning gameplay

A world leader in user interface technology combining linguistics and computing technology, improving the current text input experience across all types of connected devices



## LinkSmart Technologies

### Bidding adieu to tampering and counterfeiting

Tampering of transit shipment is a massive problem for many organisation. Though there are a number of technologies such as tamper evident stickers, radio-frequency identification (RFID) stickers and hologram stickers to monitor goods, there is a lack of protection against agents working inside the organisation.

Sensing the need to bridge this gap, LinkSmart was launched in 2011, offering a proprietary new security technology which prevents insider tampering, fraud and counterfeiting. The technology is helping organisation establish accountability between point-of-packaging, points-of-transit and point-of-delivery.

The organisation's core R&D team led by Shirish Goyal, LinkSmart's Director and Chief Technology Architect, started working on the idea in 2010 to solve problems related to theft during currency transit for a large financial organisation. They filed a patent for it in the same year, when they received similar requirements from prospective customers. Ashish Anand, CEO at LinkSmart adds, "We started LinkSmart with a focussed vision of protecting insider threat in multiple mass market verticals. We believe that a security solution of this nature in the B2B segment will help save operational expenditure and also enable new business models with

large opportunities to leverage this new technology solution."

LinkSmart's flagship product, smartDNA is a security labeling technology that helps address content security, tamper-evidence, and anti-counterfeiting. The label auto-acquires its credentials during application, thus ruling out duplication and counterfeiting of the signature.

The information derived from the smartDNA label is available in readable format on the smartDNA portal as well as on SMS and emails. Most importantly, in terms of pricing, the organisation states that it is most effective than other labeling technologies for anti-counterfeiting and tamper-evidence.

Going forward, the organisation intends to refine its core product offerings as well as enhance its intellectual property (IP) portfolio. It is also looking to collaborate with system integrators and other technology organisation. As Anand concludes, "Globally smartDNA should be seen as the de-facto security labelling technology. We believe that what the barcode technology did for product-tracking, smartDNA could do the same for product security."

#### Organisation

LinkSmart

#### Nominated in

Emerge Start-Up

#### Play space

Security Infrastructure / Applications

#### It all started in

2011

#### At the helm

Ashish, Chidananda, Pradeep

#### Winning gameplay

IP oriented security domain startup solving niche problem of Insider threat in tamper-evidence and anti-counterfeit



## Nanobi

### Creating the world's largest analytics app store



Enterprises have amassed huge amounts of data that if utilized properly can help resolve problems and identify new business opportunities. Performing analytics on big data can deliver actionable insights which can help increase operational efficiency and drive revenues.

Bengaluru based Nanobi Analytics offers analytics as a service to the SME segment on a cloud based pay as you use subscription model that helps eliminate the technology and cost issues associated with analytics. The organisation has created the Analytics Tree which is an app store comprising predefined, domain and content rich analytic apps designed to suit specific domains. The self service feature built into the apps enables customers to realise the benefits of instant analytics – they just need to plug in their data sources using Nanobi adapters and consume analytics as a service. Nanobi has simplified the process to such an extent that SMEs can experience analytics in half an hour with no training and without partnering with an external agency to set it up. By including apps developed by its partners, Nanobi plans to develop the app store into a one stop shop to serve the entire range of analytics needs of SMEs. “We want to be the world's largest analytics app store with the capability to serve any industry and any

function that requires analytics,” says C V Vinod, co-founder of the organisation.

Nanobi has also developed the 'liquidData' platform which is the technology enabler of the Analytics Tree. The cloud based platform, which can be deployed by large enterprises to build their own applications, offers easy to use interface for designers and end users and is built on an architecture that integrates with other applications/services.

Started by a group of five techies that brought complementary skills to the table, Nanobi initially faced challenges in finding the right talent and marketing the product. The organisation, which has 26 employees, has since tied up with partners of SMEs and industry associations. Going forward, the organisation intends to focus on the Indian market over the next 6-9 months as it believes that success in India will ease its foray into the global markets.

#### Organisation

Nanobi

#### Nominated in

Emerge Start-UP

#### Play space

Big Data, Analytics

#### It all started in

2012

#### At the helm

Abhishek, Jaiprakash, Mahesh, Sumant and Vinod

#### Winning gameplay

A unique concept of self-service analytics available on the nanobi App Store, having predefined, domain and content rich analytic apps built for specific industry verticals



## Sapience

### Better, faster, smarter: Upping productivity intelligently



An average employee at an Indian IT organisation spends just 5.5 to 6 hours on actual, productive work each day. For some, this statistic may sound like a problem. For others, like Shirish Deodhar and his colleagues at Sapience Analytics, it is an opportunity waiting to be grabbed.

An USA and India patent pending product, the Sapience platform delivers automated work visibility. This results in productivity gains for organisation whose employees largely use computers for their work. Set up in 2009, the organisation's flagship product hit the market in 2011. Funded by investors to the tune of ₹ 6 crores, the organisation employs 40 people in Pune and Bengaluru. The organisation is already cash positive with revenues in the range USD 1-5 million.

#### The Challenge

“Productivity is a major concern for IT/ITes and other organisation because of today's economy. Overseas customers also express concern about relatively low output from India based teams. The underlying reason is that while time/effort put in is the lifeblood for these organisation, it is hidden, leading to effort leakages of 25-40 per cent. The leakage happens unintentionally because of the many distractions at the workplace. Sapience

is designed to address these issues, and benefit not just the organisation but also the employees,” explains Deodhar.

The Sapience platform, which can be implemented through the cloud or on-premise, tracks all the enterprise desktop and web applications being accessed on office PCs. Using a set of automated rules, it maps user's work time into various activities, while smartly blocking personal time details from the organisation. Work pattern analytics at project and business unit level helps drive a 20+ per cent productivity gain for its customers without requiring any process change.

Sapience customers include a Fortune 50 company, three of India's top 10 IT firms, several subsidiaries of global enterprises, and many small and mid-size organisation.

With a successful track record in India, Sapience is now setting its sights on the global market. With the tough market forcing enterprises to be more productive, this organisation's play could become an unstoppable juggernaut!

#### Organisation

Sapience

#### Nominated in

Emerge Growth

#### Play space

Enterprise Products

#### It all started in

2009

#### At the helm

Avinash Sethi, Shirish Deodhar

#### Winning gameplay

Patent-pending software that drives 20+% increase in productivity at organisation, whose employees spend most of their time working on PCs



## Uniphore

Speech technology: connecting man, machine, and knowledge across India

Imagine a world in which all people, no matter what language they spoke, where they lived, or what kind of phone they had, could get access to real-time information and services from the businesses of their choice. Chennai-based Uniphore Software Systems is one of the organisation making this a reality today.

Though the Indian market has seen a tremendous growth in mobile phones, low literacy levels and limited smartphone penetration have limited the ability of businesses to leverage these devices as a cost-effective service delivery channel. Uniphore uses speech recognition and voice biometrics technology to fix this problem – delivering applications that enable automated, secure and personalised conversations with users on any mobile phone, in any language.

Launched in 2008 by Ravi Saraogi and Umesh Sachdev out of IIT Madras' incubator, Uniphore harnesses the power of voice technologies to enable enterprise communications platforms across a wide variety of industries. These solutions help businesses reduce their costs of operations and dramatically enhance customer engagement through automated, speech-based service delivery. As Caitlin Marinelli, Head of Marketing at Uniphore adds, "There are multiple

ways for a business to reach a customer today. But it is limited by restrained resources and cost pressures. However, 90 per cent of people in India have at least a basic feature phone, and all of these people find it convenient to engage in voice calls. Speech, therefore, is the lowest common denominator – accessible to all people, across languages and phone platforms. It is Uniphore's mission to automate that voice-based communication – making it cost-effective and value creating for the enterprise." The Uniphore platform today supports 14 Indian languages.

The organisation's focus remains heavily on the Indian market. However, as the popularity of speech-based solutions continues to grow, Uniphore intends to expand its presence in other markets such as Europe and Africa, where it is currently running pilots.

Foreseeing a great market potential for its speech technology based solutions, the organisation feels that sky is the limit and that the future of man's interaction with machine across the globe will increasingly involve the powerful medium of voice.



## Voice of Big Data

Delivering the 3D advantage

Organisations are drowning in data, both structured and unstructured. Successfully harnessing the huge amounts of data or big data through analytics can generate value for enterprises. Performing analytics on data to uncover hidden patterns and gain actionable insights can enable informed decision making and deliver competitive advantage to enterprises. That said, consolidating and interpreting disparate data to extract insights can be an uphill task.

Hyderabad based Voice of Big Data (VOBD), a business intelligence solutions firm, offers optimised big data analytics solutions that allow clients to better visualise data and improve the quality of decision making. VOBD uses standard tools and techniques to identify, collect, crunch and cleanse data and helps organisations streamline processes, increase operational efficiency and save costs. The organisation caters to several clients across a number of verticals including banking and financial services, insurance, media, manufacturing, retail, healthcare and life sciences. With a dedicated team of 65 experts possessing over 200 years of collective experience, robust centers of excellence and reusable frameworks and tools, VOBD delivers significant value adds to its customers.

VOBD's facial recognition product, Facial Signature, identifies people from a crowd, extracts the image, compares it with a database and creates a unique ID by using a mix of 2D and 3D technology. It uses algorithms to measure 80 nodal points of a human face and creates a unique numerical code which is the facial signature of the person and ensures identification with 90 per cent accuracy even when they are disguised. The product, which is currently in the beta testing phase, will initially be launched in the USA.

Facial Signature is likely to have far reaching consequences for fraud investigation, security and law enforcement and retail segments owing to its real-time processing capabilities. While three clients in the USA have already expressed interest in Facial Signature, it has also helped Indian law enforcement agencies to analyze data related to a recent terror incident. By recognising and identifying customers as they enter stores and accessing data on their purchase history, Facial Signature can help retailers drive sales and deliver personalised customer experiences. Going ahead, VOBD proposes to incorporate advanced analytics and plug-and-play technology into the product to support heterogeneous environments.

### Organisation

Uniphore

### Nominated in

Emerge Growth

### Play space

Enterprise Mobility

### It all started in

2008

### At the helm

Ravi Saraogi, Umesh Sachdev

### Winning gameplay

harness the power of voice and data technologies to transform any mobile device, irrespective of its feature set, into an enterprise class service delivery platform

### Organisation

Voice of Big Data

### Nominated in

Emerge Start-UP

### Play space

Big Data, Analytics, Security Infrastructure / Applications

### It all started in

2013

### At the helm

Srinivas Kishan Anapu

### Winning gameplay

"Facial Signature" uses 80 nodal points to identify faces and assign a unique id, utilizes 2D-3D mixed method



## Waybeo

Connecting businesses through web channels



Say you want to book a hotel in Delhi, what will you do? You will visit the hotel website, check details and after multiple calls get a booking done. But what if you could do the same thing in minutes, with just a simple voice interaction?

and generates voice call based analytics for businesses across the world. This voice platform is being used by Waybeo's various large and medium enterprises to generate voice interaction based analytics for marketing and campaign decision making.



This is not the future we are talking about, it's the present. It's the vision that Bushairusalam A P and his six co-founders had when they started Waybeo Technology Solutions in 2009 in their college hostel. Born out of the need to connect businesses and potential customers across the world within seconds, Waybeo's product has helped its customers improve their customer acquisition and sales cycle metrics while reducing the cost of sales.

Bushairusalam, CEO at Waybeo says, "Our product can be integrated with any web channel, website, social media or online campaign. A customer can directly talk to the businesses from the application itself or from the computer without downloading any app or using any mobile phone."

The organisation's business model is subscription based with plans starting from ₹ 24,000 to ₹ 700,000 a year, with added features like analytics being available only in the higher pricing plans. Having set up business on home turf in their native Kerala, the organisation's promoters have since expanded operations to Chennai and Bengaluru. The organisation has a clear focus on verticals such as real estate, hospitality, banking, insurance and aviation sectors.

The business idea behind Waybeo was based on the founding team's clear insight that there was a dire need for an online platform that could help people connect and communicate with businesses all over the world without having to worry about cost, geography and operator limitations. This was the basic premise for the creation of BounzD, Waybeo's flagship product.

BounzD is a live inbound interaction platform for generating inbound leads for businesses. The platform provides voice connectivity on the web

### Organisation

Waybeo

### Nominated in

Emerge Growth

### Play space

Enterprise Mobility

### It all started in

2009

### At the helm

Bushair, Bijoy, Krishnan, Manu, Nithun, Shiv

### Winning gameplay

Powerful voice APIs that enables instant voice connectivity to web channels to instantly connect with potential customers and generate intelligent based on voice interaction.

# EMERGE 50 2013 START-UPS

# Emerge 50 2013 Start-Ups

## Organisation Name

2mpower Health Management Services Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2011

Organisation Website | [www.getactive.in](http://www.getactive.in)

**Brief Description** | A preventive health management organisation that uses technology and digital social media to create simple and fun filled programmes, which help in tweaking your current lifestyle.

## Organisation Name

Aurus Network Infotech Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2010

Organisation Website | [www.aurusnet.com](http://www.aurusnet.com)

**Brief Description** | The organisation was founded with the vision to make quality education accessible to masses at affordable prices. Its flagship product, CourseHub allows institutes and trainers to conduct live and on-demand HD video remote classes delivered over as low as 100 Kbps

## Organisation Name

Avekshaa Technologies Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2010

Organisation Website | [www.avekshaa.com](http://www.avekshaa.com)

**Brief Description** | IT consulting and services organisation, providing highly specialised and niche offerings in the P-A-S-S (Performance, Availability, Security and Scalability) Assurance space. Offerings include a set of specialised services and solutions for both cloud and enterprise models.

## Organisation Name

BlazeClan Technologies Pvt Ltd

Headquarter | Pune

Year of Inception | 2010

Organisation Website | [www.blazeclan.com](http://www.blazeclan.com)

**Brief Description** | BlazeClan provides Cloud Migration Consulting, System Integration and Product Development services around the Cloud. Current portfolio of products include: BriSkGap – an online SaaS training platform and Cloudlytics, an online big data analytics platform

## Organisation Name

Ekohealth

Headquarter | Navi Mumbai

Year of Inception | 2011

Organisation Website | [www.ekohealth.in](http://www.ekohealth.in)

**Brief Description** | Helps patients get informed decisions regarding generic brands of medicines and helps them save 50-80 per cent on medicine expenses. Very helpful for un-insured patients like senior citizens and diabetics who have a monthly medical expense of ₹ 3,000 per month.

## Organisation Name

FORMCEPT

Headquarter | Bengaluru

Year of Inception | 2011

Organisation Website | [www.formcept.com](http://www.formcept.com)

**Brief Description** | Formcept makes data analysis accessible to everyone – enterprise, individual or device. They have built a Big Data Analysis platform, MECBOT (Management and Enhancement of Content BOT) that empowers data analysts and data scientists to extract insights out of data faster.

## Organisation Name

i7 Networks

Headquarter | Bengaluru

Year of Inception | 2012

Organisation Website | [www.i7nw.com](http://www.i7nw.com)  
(i7-network.com)

**Brief Description** | i7 Networks successfully provides security and regulatory compliance to BYOD enabled enterprise by preventing malicious and infected personal devices to get onto the corporate network.

## Organisation Name

Ideal Analytics Solutions Pvt Ltd

Headquarter | Kolkata

Year of Inception | 2010

Organisation Website | [www.ideal-analytics.com](http://www.ideal-analytics.com)

**Brief Description** | This is an Indo-French Technology Joint Venture that provides solutions in the business intelligence and data analytics domain.

## Organisation Name

Interview Master TS Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2012

Organisation Website | [www.interviewmaster.in](http://www.interviewmaster.in)

**Brief Description** | Among the first web based video interview solutions with a flagship web based recruitment tool for conducting online video interviews without an interviewer.

## Organisation Name

iRam Technologies Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2010

Organisation Website | [www.iramtech.com](http://www.iramtech.com)

**Brief Description** | iRam designs and creates most innovative green smart grid and smart home solutions for controlling, detecting, sharing and monitoring various resources through an Internet enabled Electrical Switch that fits into the existing electrical boxes without any rewiring.

## Organisation Name

MangoSense Pvt Ltd

Headquarter | Baner

Year of Inception | 2012

Organisation Website | [www.mangoreader.com](http://www.mangoreader.com)

**Brief Description** | MangoReader allows kids and teachers to create, share and learn from stories and enables teachers by providing Do It Yourself tools for creating content through the schools. Therefore, any teacher can create a voice over version of the story, or adding interactive elements to the book for challenged children, or add games quickly to enhance the learning experience.

## Organisation Name

Lumos Design Technology Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2012

Organisation Website | [www.lumos.co.in](http://www.lumos.co.in)

**Brief Description** | World's first solar apparel and accessories organisation which aims to seamlessly integrate energy generation, storage and consumption into a wide range of apparel from Solar Backpacks to Solar Venetian Blinds to Solar T-shirts.

EMERGE 50 WINNERS  
START-UP CATEGORY

EMERGE 50 WINNERS  
START-UP CATEGORY

# Emerge 50 2013 Start-Ups

## Organisation Name

Navigators Software Pvt Ltd

Headquarter | Kolkata

Year of Inception | 1999

Organisation Website | [www.navsoft.in](http://www.navsoft.in)

**Brief Description** | NavSoft's flagship product, Boost My Sale ([www.boostmysale.com](http://www.boostmysale.com)), is a smart e-commerce solution that boosts online sales by managing multiple marketplaces through a single platform.

## Organisation Name

QED InDemand Pvt Ltd

Headquarter | Pune

Year of Inception | 2012

Organisation Website | [www.indemandsoft.com](http://www.indemandsoft.com)

**Brief Description** | A full service marketing data management organisation providing enterprise marketing data enrichment and append services. Their platform InDemand aggregates, enriches, builds and maintains hygiene of marketing data.

## Organisation Name

TableGrabber

Headquarter | New Delhi

Year of Inception | 2012

Organisation Website | [www.tablegrabber.com](http://www.tablegrabber.com)

**Brief Description** | Provides restaurants with a cloud based Global Distribution System, which allows them to market their table availability in real-time with dynamic pricing. Additionally, they provide restaurants with value added services like CRM and Business Intelligence.

## Organisation Name

NowFloats

Headquarter | Hyderabad

Year of Inception | 2012

Organisation Website | [www.nowfloats.com](http://www.nowfloats.com)

**Brief Description** | Enables SMEs to get an online presence by simply using SMS, easily updated by sending regular SMS (as content). NowFloats patent-pending technology ensures highest discoverability through Location-Based-SEO and with features like 'Talk-to-Business', potential customers can engage with the business directly.

## Organisation Name

Signals

Headquarter | NOIDA

Year of Inception | 2012

Organisation Website | [www.getshifu.com](http://www.getshifu.com)

**Brief Description** | Shifu, from Signals, is an intelligent personal assistant for smartphone. It mines your cellphone usage data and algorithmically estimates how much of free time you have and recommends what you can do in that time.

## Organisation Name

Tharakan web Innovations

Headquarter | Chennai

Year of Inception | 2010

Organisation Website | [www.myeasydocs.com](http://www.myeasydocs.com)

**Brief Description** | A web based application myeasydocs.com, is a secure online document verification portal, facilitating the document issuer, document owner and a document user to be in a single web ecosystem enabling faster, cost-effective and efficient verification and authentication of documents.

EMERGE 50 WINNERS  
START-UP CATEGORY

## Organisation Name

The Curriculum Company

Headquarter | Gurgaon

Year of Inception | 2012

Organisation Website | [www.curriculumcompany.com](http://www.curriculumcompany.com)

**Brief Description** | An innovator in the K-12 education space that uses inventive strategies to create solutions that integrate print along with technology to build 21<sup>st</sup> century skills in all children empowering them to become lifelong learners.

## Organisation Name

uTrade Solutions

Headquarter | Chandigarh

Year of Inception | 2011

Organisation Website | [www.utradesolutions.com](http://www.utradesolutions.com)

**Brief Description** | Open Source approach makes uTrade a unique contender for financial services technology platform. Their products include risk management systems, trading platform, algorithm engine and analytics portal.

## Organisation Name

The Fluid Motion

Headquarter | Mumbai

Year of Inception | 2012

Organisation Website | [www.thefluidmotion.com](http://www.thefluidmotion.com)

**Brief Description** | An Intel recognised and national winner of the Microsoft Biz Spark Startup Challenge, the Fluid Motion is a gesture recognition software that works with a wide range of sensors and enables any computing device to become gesture controlled.

## Organisation Name

Winjit Technologies Pvt Ltd

Headquarter | Nashik

Year of Inception | 2003

Organisation Website | [www.winit.com](http://www.winit.com)

**Brief Description** | Winjit Digital Publishing ties up with content providers and provides monetization of consumer content. With a one stop solution for brands it provides content creation and licensing, creative product placement and app development as well as distribution through technology tools.

EMERGE 50 WINNERS  
START-UP CATEGORY

# EMERGE 50 2013 GROWTH

## Emerge 50 2013 Growth

### Organisation Name

Appointy Inc

Headquarter | Bhopal

Year of Inception | 2008

Organisation Website | [www.appointy.com](http://www.appointy.com)

**Brief Description** | Appointy is a cloud based Online Scheduling Software, used by 49,000+ businesses globally, adding 70 customers daily, schedules over three millions appointments and books an appointment every ten seconds around the world.

### Organisation Name

Cnergyis Infotech India Pvt Ltd

Headquarter | Mumbai

Year of Inception | 2000

Organisation Website | [www.Cnergyis.com](http://www.Cnergyis.com)

**Brief Description** | Their multi-tenant, security enabled Cloud Platform covers end-to-end Employee Lifecycle Management suite and also integrates with biometric devices. Lean-HR principles have been incorporated in the platform so as to give quantum reductions in process time and costs.

### Organisation Name

Eram Scientific Solutions Pvt Ltd

Headquarter | Thriuvananthapuram

Year of Inception | 2008

Organisation Website | [www.eramscientific.com](http://www.eramscientific.com)

**Brief Description** | Eram built the patent pending India's First and Only eToilet, the Electronic Public Toilet that incorporates a full cycle approach in sanitation using technology where all activities involving starting the unit, entry, usage, cleaning, exit, water levels, monitoring and control are automated using electronics, mechanical, web-mobile and digital technologies.

### Organisation Name

Bodhtree Consulting Ltd

Headquarter | Hyderabad

Year of Inception | 1998

Organisation Website | [www.bodhtree.com](http://www.bodhtree.com)

**Brief Description** | Bodhtree, a global solutions integrator and software engineering organisation's proprietary data integration tool Midas, integrates the enterprise systems to run in a seamless manner.

### Organisation Name

Consilium Software Pvt Ltd

Headquarter | Gurgaon

Year of Inception | 2009

Organisation Website | [www.consiliuminc.com](http://www.consiliuminc.com)

**Brief Description** | Consilium UniCloudTM is a multi-vendor cloud provisioning and orchestration platform that controls, manages and automates the orchestration layer and enables managed service providers to provide UCaaS (UC as a Service) to their enterprise customer.

### Organisation Name

Evolute Systems Pvt Ltd

Headquarter | Mumbai

Year of Inception | 2009

Organisation Website | [www.evolute-sys.com](http://www.evolute-sys.com)

**Brief Description** | Designs, develops and manufactures innovative, intelligent, differentiated and integrated embedded solutions for last mile applications like payments, billing, authorisation and authentication.

EMERGE 50 WINNERS  
GROWTH CATEGORY

# Emerge 50 2013 Growth

## Organisation Name

Gradatim IT Ventures (India) P. Ltd

Headquarter | Bengaluru

Year of Inception | 2007

Organisation Website | [www.gradatim.co.in](http://www.gradatim.co.in)

**Brief Description** | MF Insure is the comprehensive policy administration system specially created for the mass-retail, group, online and micro consumer Insurance businesses. A unique on-demand product that reduces the cost of providing insurance to low income and middle income households.

## Organisation Name

Intense Technologies Ltd

Headquarter | Hyderabad

Year of Inception | 1999

Organisation Website | [www.in10stech.com](http://www.in10stech.com), [www.intense.in](http://www.intense.in)

**Brief Description** | An enterprise software products organisation offers uniserve360, an award-winning solution trusted with processing mission critical revenue data of more than USD four billion monthly. It has 70 per cent market share across the Telecom vertical and has a leadership position across the Insurance vertical.

## Organisation Name

Medisurge Technologies Pvt Ltd

Headquarter | Mumbai

Year of Inception | 2009

Organisation Website | [www.TopDoctorsOnline.com](http://www.TopDoctorsOnline.com)

**Brief Description** | Involved in creating a digital healthcare ecosystem using internet and mobile, targeting health-seekers, doctors and healthcare service providers. The first healthcare based organisations in India to launch WAP Health portal with three million page views/month, as well as to create 'eMeet', a browser based 'Live Chat' software on mobile handsets.

## Organisation Name

iConcept Software Services Pvt Ltd

Headquarter | Hyderabad

Year of Inception | 2004

Organisation Website | [www.conceptglobal.com](http://www.conceptglobal.com)

**Brief Description** | With a Vision to connect the field workforce to the corporate by leveraging robust, easy-to-use, efficient and mobile technology, iConcept offers world's first GIS based non captive CRM, SCM and BI solutions that are well customised to the client's requirements.

## Organisation Name

Lexplosion Solutions Pvt Ltd

Headquarter | Kolkata

Year of Inception | 2007

Organisation Website | [www.lexplosion.in](http://www.lexplosion.in)

**Brief Description** | A market leader in the legal and compliance management, focusing on best in class platform driven legal governance, risk and compliance management solutions and functions such as 'On Demand', 'Virtual In-House Counsel' support.

## Organisation Name

MOBME Wireless Solutions Ltd

Headquarter | Cochin

Year of Inception | 2006

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

**Brief Description** | Providing M-Governance Solutions in India with flagship product Mobile Express, a plug and play ecosystem that combines the security and non-repudiation properties of Digital Signature Certificates with the convenience and simplicity of mobile phones.

EMERGE 50 WINNERS  
GROWTH CATEGORY

## Organisation Name

MoveInSync Technology Solutions Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2009

Organisation Website | [www.moveinsync.com](http://www.moveinsync.com)

**Brief Description** | Offers "Employee Transportation Solution", an end-to-end product used by organisation, providing transportation facilities to their employees.

## Organisation Name

Nadhi Information Technologies Pvt Ltd

Headquarter | Chennai

Year of Inception | 2008

Organisation Website | [www.nadhi.in](http://www.nadhi.in)

**Brief Description** | An enterprise software and solutions organisation developing analytics and decision support solutions for construction supply chains having flagship nPulse solution, designed to streamline information flow between stakeholders in a construction project to reduce time and cost overruns.

## Organisation Name

Plintron Global Technology Solutions Pvt Ltd

Headquarter | Chennai

Year of Inception | 2008

Organisation Website | [www.plintron.com](http://www.plintron.com)

**Brief Description** | World's largest multi-country, cloud based telecom infrastructure for MNO, MVNO and Enterprises. Lines of businesses include MVNA, MVNE, M2M, Mobile Wallet and Money Cards, providing converging voice, data and video across the UK, Europe and Australia.

## Organisation Name

Oxys Technologies Pvt Ltd

Headquarter | Bengaluru

Year of Inception | 2008

Organisation Website | [www.oxys-tech.com](http://www.oxys-tech.com)

**Brief Description** | Oxys engaged in design and development of embedded product and IPs, have developed OxyScope telematics product, human body Oxygen saturation controller for abulatory applications, head mountable surgical camera etc.

## Organisation Name

Must See India

Headquarter | Bengaluru

Year of Inception | 2008

Organisation Website | [www.mustseeindia.com](http://www.mustseeindia.com)

**Brief Description** | With a vision to empower the Indian traveller with reliable information and comprehensive choices, India's first and only customised domestic holiday booking platform - enable users to create their own package without any call center intervention.

## Organisation Name

Vinculum Solutions Pvt Ltd

Headquarter | NOIDA

Year of Inception | 2007

Organisation Website | [www.vinculumgroup.com](http://www.vinculumgroup.com)

**Brief Description** | An IT Products organisation providing a suite of SaaS Products for eCommerce Retailers and Multi Channel Retailers. Their products cover merchandising, order management and fulfillment, warehousing, reverse logistics and analytics.

EMERGE 50 WINNERS  
GROWTH CATEGORY

# SELECTION FRAMEWORK AND JURY

## Selection Process

**Three rounds of evaluations and validations were conducted to arrive at the League of ten winners**

### Application Filing

- Applications were received for the NASSCOM Emerge 50 awards 2013 on a predefined questionnaire/ application form
- The applications were then validated for eligibility and sorted by category
- A total of 334 applications were accepted across two application categories

**334 Applications**

### Primary Evaluation

- Zinnov team then prepared a mathematical model to rate and analyse the applications across two categories
- Applications were analysed on a number of parameters including financials, growth, market differentiator, customers, market visibility, innovation impact, etc
- Top 30 organisation each from two categories formed the first shortlist for jury evaluations

**First Shortlist**

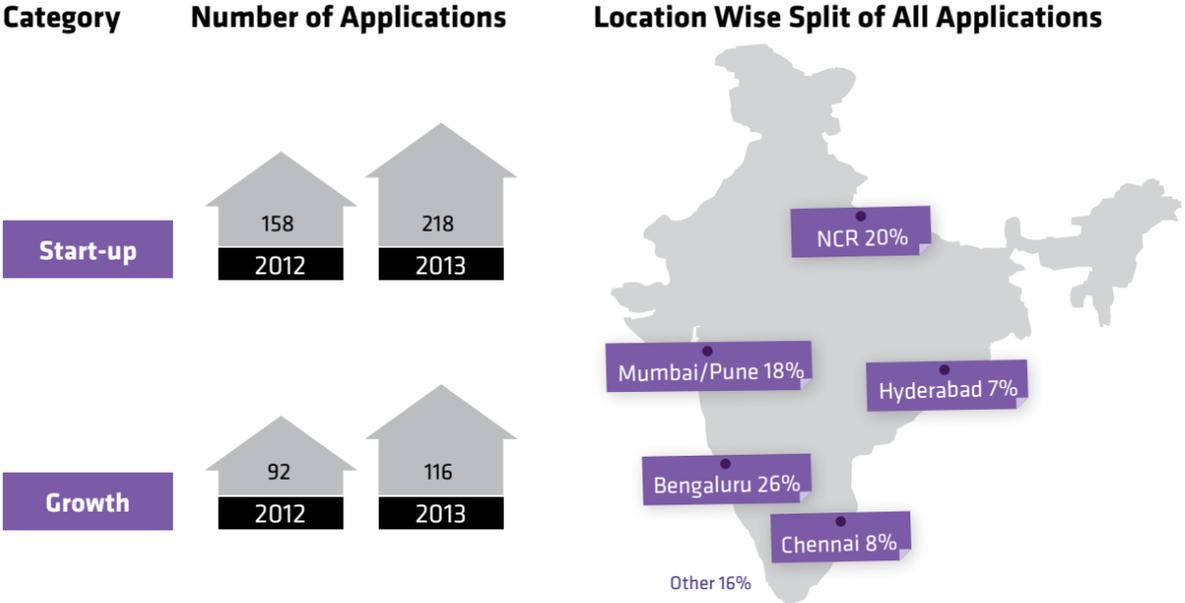
### Jury Evaluation

- The organisation in the list of 60 were called to present to a panel of Jury
- Jury rounds were conducted across three cities namely Bengaluru, Delhi and Mumbai
- The Emerge 50 and League of 10 were selected after a critical and rigorous evaluation by the Jury panel

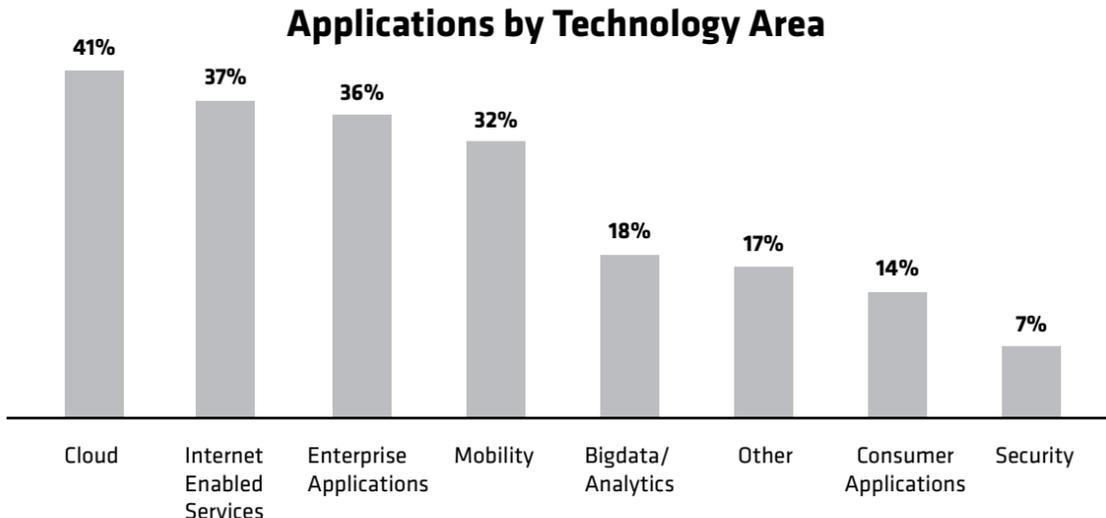
**Awardees**

# Jury Members

## Applications Received for Emerge Awards 2013 were significantly higher than last year



## Major technology areas were well represented; with cloud, internet related services, enterprise apps and mobility gaining maximum traction



**Cloud has emerged as a platform of choice**

**There were less consumer focused application firms but the number is increasing**



**Alok Mittal**  
Managing Director,  
Cannan Partners, India



**Anil Joshi**  
President,  
Mumbai Angels



**Apoorv Ranjan Sharma**  
Executive Vice President,  
VentureNursery Advisors  
Pvt Ltd



**Arun Seth**  
Non-Executive Chairman -  
India Operations,  
Alcatel Lucent



**Bala Parthsarathi**  
Entrepreneur,  
Angel Prime



**Hanuman Tripathi**  
Principal Founder &  
Group Managing Director,  
Infrasoft Technologies  
Limited



**Manav Garg**  
CEO & Founder,  
Eka Software Solutions



**Navyug Mohnot**  
CEO & Founder,  
QAI



**NRK Raman**  
former MD & CEO,  
Oracle Financial Services  
Software Ltd



**Padmaja Ruparel**  
President,  
Indian Angel Network



**Prakash Advani**  
Regional Manager - Asia  
Pacific,  
Canonical



**Vijaya Kumar Ivaturi**  
Chief Technology Advisor,  
Crayon Data



**Ram Narayanan**  
General Manager,  
eBay Product Development  
Centre, India



**Ravi Gururaj**  
Chairman & Co-Founder,  
Frictionless Ventures



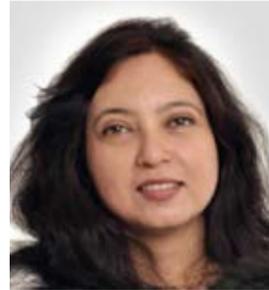
**Ravi Narayan**  
Director,  
Microsoft Ventures  
Accelerator



**Sanjay Anandaram**  
Founding Partner,  
JumpStartUp Venture Fund



**Sanjeev Aggarwal**  
Co-Founder & Sr MD,  
Helion Advisors Pvt Ltd



**Sunitha Prasad**  
Indian Angel Network



**Sweta Agarwal**  
Indian Angel Network



**Vinod Sood**  
Managing Director,  
Hughes Systique  
Corporation



**Vishwas Mahajan**  
President,  
TiE Pune



**Sanjay Mehta**  
CEO,  
MAIA Intelligence



**Taher H. Khorakiwala**  
Partner,  
MESA+

**NASSCOM<sup>®</sup>**

International Youth Centre, Teen Murti Marg, Chanakyapuri New Delhi 110 021, India,  
T 91 11 2301 0199 | F 91 11 2301 5452 | [emerge@nasscom.in](mailto:emerge@nasscom.in)  
[www.nasscom.in](http://www.nasscom.in)