



ISSUE NOVEMBER 2021

Diwali: The Festival of Hope!



This Diwali we at PurpleTutor wish everyone a safe Diwali. The last year has been a challenging environment for all of us, hoping the next year is a good one for all our students, teachers, and everyone at PurpleTutor.

**Gaurav Perti, Founder and CEO,
PurpleTutor**

I am wishing everyone a Happy Diwali. The last 18 months have been tumultuous due to the pandemic and everyone at ftcash and our customers have worked very hard to overcome the challenges. I hope the coming year brings joy, prosperity, and good health to everyone.

**Sanjeev Chandak, Co-Founder and
CEO, ftcash**

At Get My Parking, this festival of lights we are celebrating all the Green Lights (victories) we have achieved as a team despite challenges

Diwali is very special for Bewakoof. Ever since our inception, the team has been celebrating together. We adorn our space with fresh flowers and Rangoli in true traditional fashion, every Bewakoof receives a specially curated gift box and we end the day with fun activities. Due to the pandemic we've not had a chance to meet and keep up with most Bewakoof rituals, but, we planned a virtual team gathering and a special gift box for the bewakoofs..

For our customers we have launched new collection, that is accessible by millennials and the gen Z.

**Prabhkiran Singh, Founder & CEO,
Bewakoof**

An important festival in India, Diwali marks the triumph of light over darkness – aptly extension of triumph of knowledge over ignorance. Miko, a child's buddy, aptly fits in this realm as it engages, entertains and educates our teeming young population from their early days of life, sharpening

**Rasik Pansare, Co-Founder,
Get My Parking**

We celebrated Vijaydashmi with our Army in Kashmir near the Pakistan border. The way our Army protects our territorial integrity, Superpro is committed to protecting India's Data Sovereignty by making a Digital Atmanirbhar Bharat.

**Gaurav Tripathi, Co-Founder & CEO,
Superpro**

May this Diwali bring in more success & prosperity for all IvyCap portfolio companies and their customers!

**Venkat Nott, Founder & CEO,
Vinculum Group**

and empowering their knowledge base.

**Sneh Vaswani , Co-Founder and CEO,
Miko**

This Diwali, as a team, we pray for health for all our employees. The last year has been extremely gratifying business-wise, but a lot of people have gone through a tough second wave. We pray for continued good health and happiness for the entire Clovia family and beyond.

**Pankaj Vermani, Founder & CEO,
Clovia**

(RE)DEFINING LEADERSHIP

An Ethic of Responsibility



Human beings organized themselves into communities to help each other. Their shared identity allowed them to agree to a set of values and their responsibility towards the community. As the world has become increasingly interconnected and interdependent, using the parameter of a local community, or even a nation-state is less than adequate. Today, our daily actions and decisions have repercussions well beyond physical boundaries.

We are tightly connected through media and telecommunications, travel and migration, trade, and international regulation. More importantly, we share the same planet. [Read More](#)

**Mr. Ravi Sonnad, Founder & CEO — Enabling
Leadership**

MENTOR CORNER

Electric Vehicles: Global Trends & India's Imperatives



As part of our regular Mentor Call series, Dr. Ashok Jhunjhunwala, Institute Professor at IIT (Madras) and a renowned subject matter expert on Electric Vehicles (EV), shared his thoughts on how India can define and execute her EV strategy. Given below are the salient features of the discussion:

- There has been a strong interest in EVs in India in order to address the challenges of deteriorating air quality and heavy dependence on oil imports.

[Read more](#)

**Kashyap Avashia, Principal & CEO (Mentor Trust) at
IvyCap Ventures Advisors PVT LTD.**

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

De-mystifying COP26: Why should businesses care about COP26?



What is COP26? A quick background.

COP stands for “Conference of the Parties.” The parties here refer to 197 nations that agreed to the United Nations Framework Convention on Climate Change at a meeting in 1992. That year the United States and some other countries ratified the treaty to combat “dangerous human interference with the climate system” and stabilize levels of greenhouse gas emissions in the atmosphere. This is the 26th time countries have gathered under the convention — hence, COP26.

In 2009, the COP process suffered a major setback after leaders failed to agree on a global deal in Copenhagen. 6 years later, Paris Agreement finally happened – where it was agreed that there shall be an international effort to limit global warming to well below 2 degrees Celsius compared with pre-industrial levels, with a “stretch target” of 1.5°C. [Read more](#)

Smita P Mishra, Founder, and CEO, Fandora
(Sustainability Partner, IvyCap)

ANGEL FUND

Key Highlights



Trillbit: It has signed a partnership agreement with one of the world's biggest MEMS microphone manufacturers and has recently completed a PoC with one of the major voice system integrators. In terms of product development, there is now a direct integration of the company's protocol which means there is no need for an app for the device setup.



PurpleTutor: It has launched its partnerships/affiliate model in South Asia in Sep'21. Also, the company's A.I. product was tested over the last 3 months and the data has been promising. The company is planning to launch a stage-wise roll-out across its categories of students over the next 3 months. The A.I. is the first of its kind in the live classroom.



Superpro: It continues to grow at a 100%+ MoM basis with a large number of events being now hosted on the company's platform. The Android app has crossed 100,000 downloads in just 45 days. Its personalized event templates have proven to be a hit with leaders across political, social, religious, and government organizations. One of India's largest NGOs is using the platform for educating children on Indian culture in schools across the nation.

Expertrons: In the last 12 months, the company's ARR has grown 60x. It has onboarded around 15 channel partners and has engaged with one of the largest private banks to do a pilot with the bank's employees and customers. The company has also made B2B video bots more efficient to handle complex scenarios. With the recent investment from Kunal Shah (Cred) and Anant Maheshwari (President, Microsoft India), the company is planning to build a layer of professional influencers which would cause a network effect

FRESHLY BREWED

Purple - Purple raises \$75mn from Kedara Capital [Read more](#)

Biryani By Kilo - Hottest new restaurants to visit in Bengaluru right now. [Read more](#)

Expertrons - Jatin Solanki: Video Bot Experts Serve Up Job Skills. [Read more](#)

Bidgely - Bidgely Selected as 2021 S&P Global Platts Global Energy Awards Finalist. [Read more](#)

Miko - Miko 3 Brings Genuine Friendship, Advanced Artificial Intelligence To Young Learners Worldwide. [Read more](#)

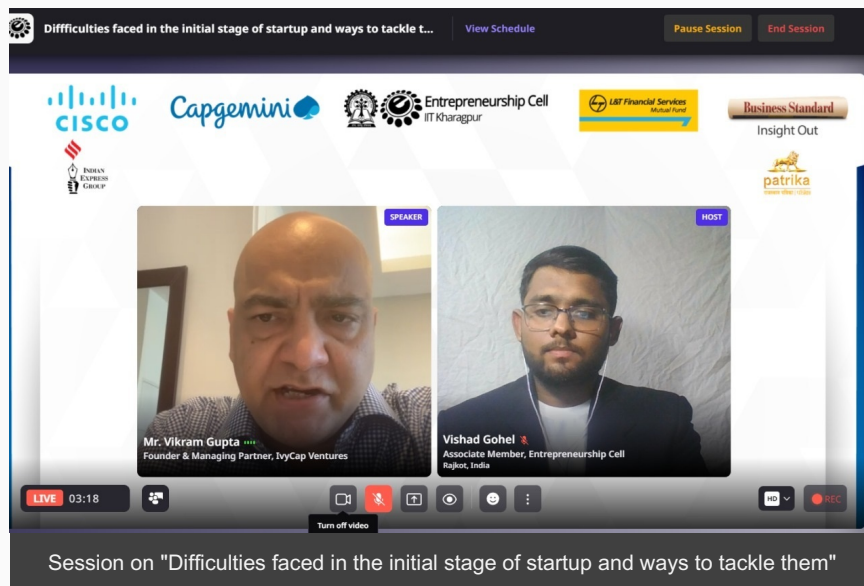
PurpleTutor - PurpleTutor sees growth in teacher capacity. [Read more](#)

Bewakoof - Bewakoof: A Brand That Is As Unique As The Name. [Read more](#)

Get My Parking - Get My Parking Launches Tap & Park. [Read more](#)

WE WERE HERE

Entrepreneurship Awareness Drive Vadodara 2021



The screenshot shows a Zoom meeting interface. At the top, the title is "Difficulties faced in the initial stage of startup and ways to tackle them". Logos for Cisco, Capgemini, Entrepreneurship Cell IT Kharagpur, LIT Financial Services, Business Standard, and Insight Out are visible. Two participants are shown in video windows: Mr. Vikram Gupta (Speaker) and Vishad Gohel (Host). The bottom of the screen shows a "LIVE 03:18" indicator and a "Turn off video" button. Below the video windows, the text "Session on 'Difficulties faced in the initial stage of startup and ways to tackle them'" is displayed.



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