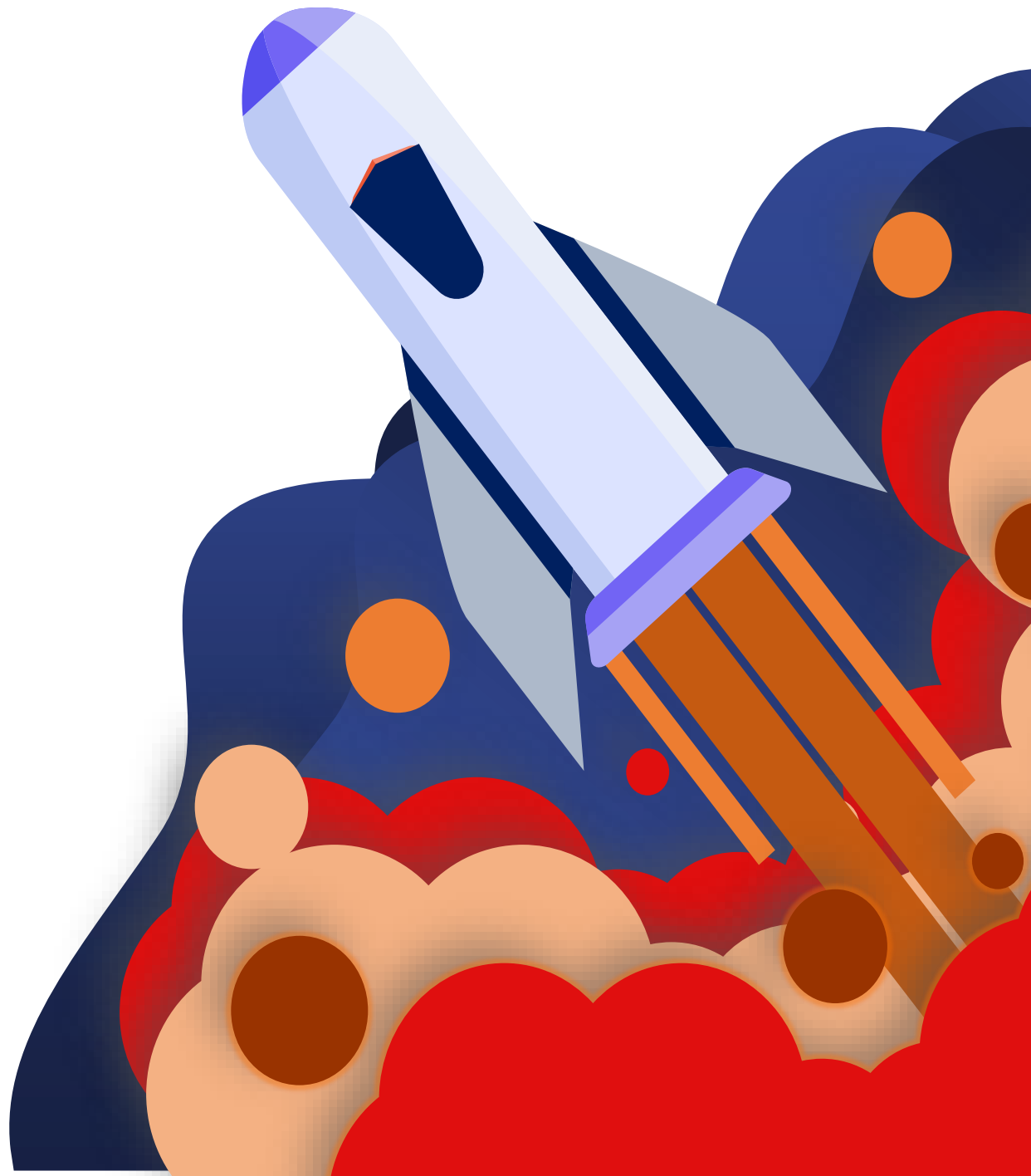


**INDIAN  
STARTUP  
FUNDING  
REPORT**

**2020**

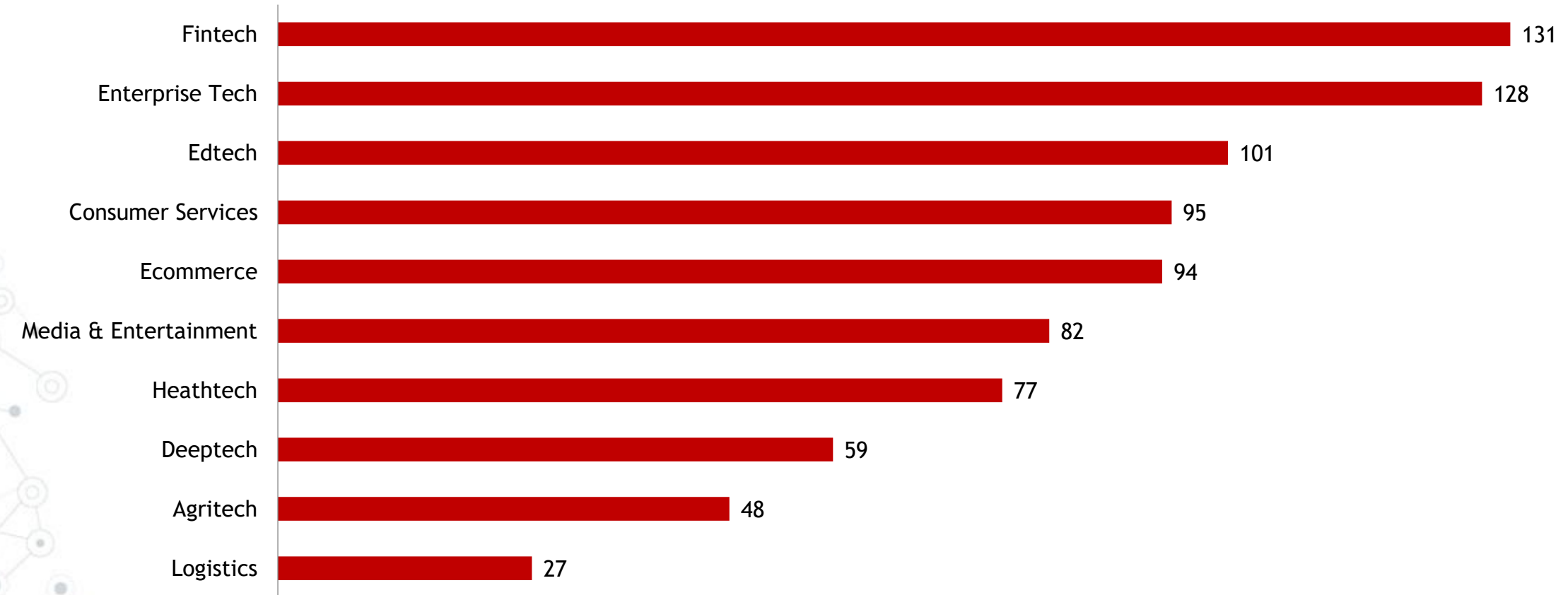


Sector Wise Analysis	3-4
Emerging Startup Hubs	5
Startups Deals in 2020	6-7
Stage of Funding	8-9
Startups Launched & Sector Wise Analysis	10-11
Mergers and Acquisitions	12-14
Unicorn and Soonicorns	15-16
A Brief Compendium	17



## India's Top 10 Startup Sectors in 2020 by Funding Deals

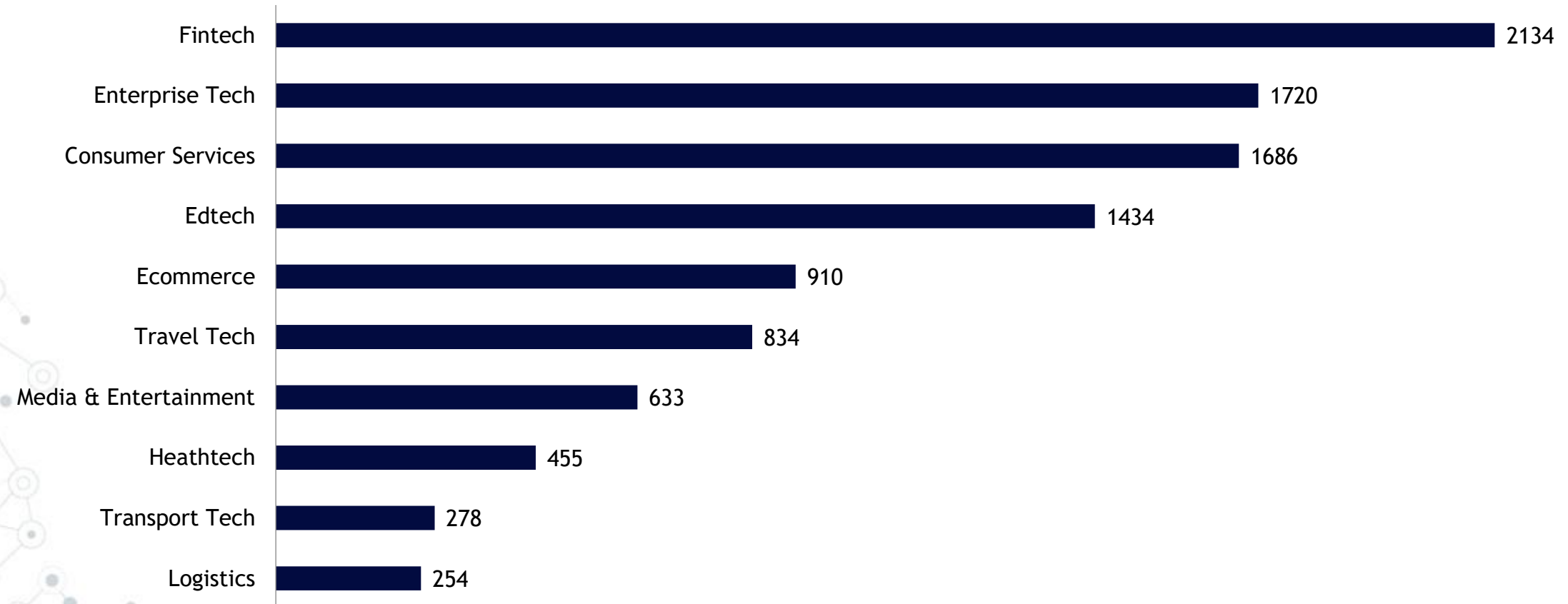
(In Count)



Unsurprisingly, EdTech startups accounted for a big chunk of all deals in 2020, while investments in D2C ecommerce also grew healthily.

## India's Top 10 Startup Sectors in 2020 by Funding Amount

(In \$Mn)



EdTech climbed the ranks in 2020, while Fintech continued to be the top funded sector.

# Emerging Startup Hubs in India Ranking 2020

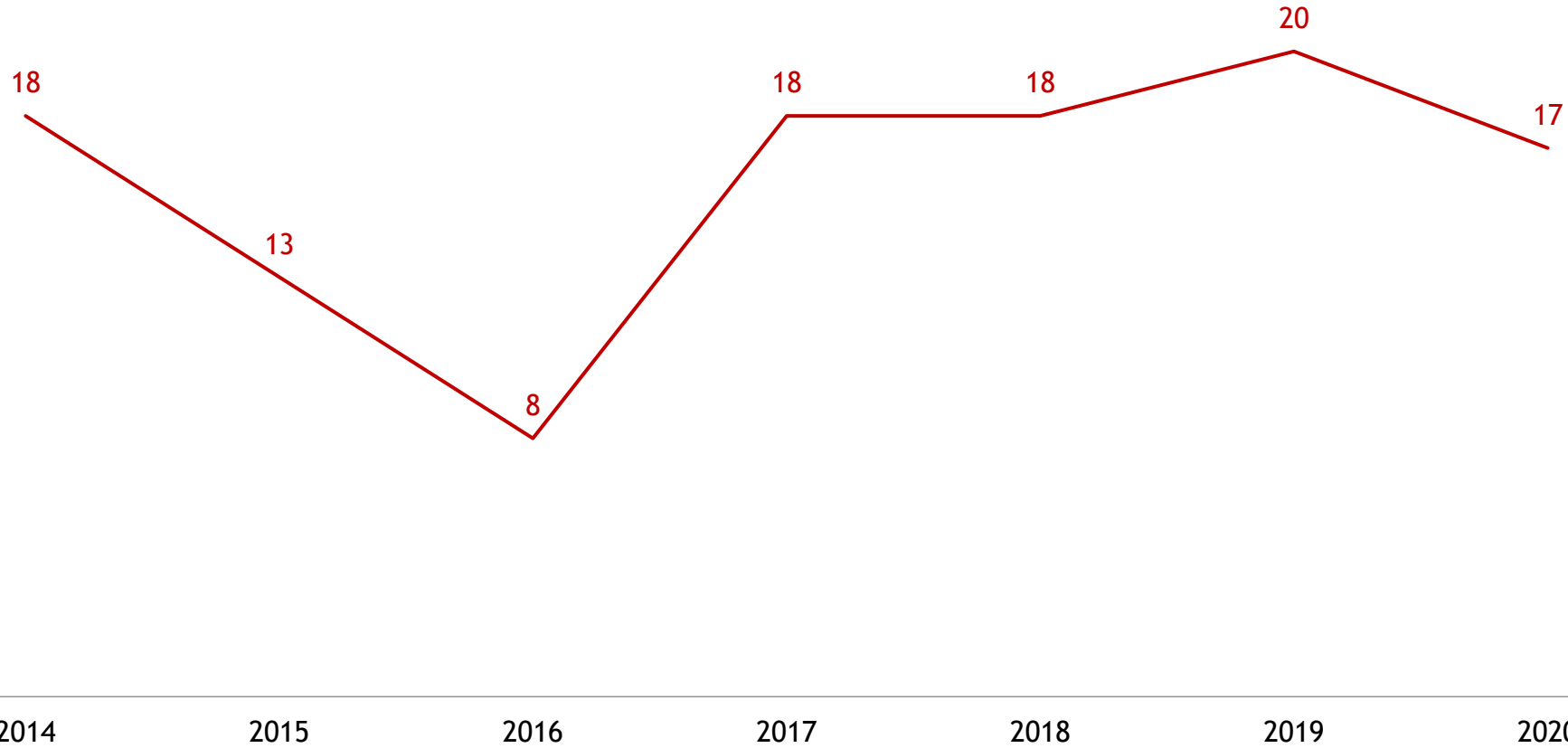
City	Deal Count	Startups Funded	Top Sector
Chennai	220	145	Enterprise Tech
Pune	205	135	Enterprise Tech
Hyderabad	196	148	Enterprise Tech
Ahmedabad	79	57	Fintech
Jaipur	60	34	Ecommerce
Kolkata	52	37	Health Tech
Kochi	22	17	Enterprise Tech
Indore	20	14	Ecommerce
Goa	20	12	Enterprise Tech
Chandigarh	15	9	Transport Tech

## Number of Indian Startup deals in 2020 came close to the **Historic Peak of 2017**

- Indian startups recorded a total funding of **USD 11.5 Bn**, which is 10% lower than 2019, but **across 924 deals**, which is 14% higher than the previous year.
- In 2020 the average ticket size of investments in Indian Startups was **USD 12.4 Mn**, which is 21% lower than previous year's USD 15.7 Mn. The drop in the average ticket size of investments as well as the count of 'mega rounds' (greater than USD 100 Mn) indicates that the **investor confidence was relatively lower in 2020 compared to 2019**.
- The Indian startup ecosystem recorded a total funding amount of **USD 70 Bn across 5,985 funding deals** from 2014 to 2020. During this period, the total number of funded startups was 3,436 or 9% of the total 38,815 active startups in India.
- Between 2014 to 2020, late stage funding (USD 51 Bn) accounted for **72%** of the total funding recorded in the Indian Startup ecosystem.

# Average Ticket Size of Funding

(in USD Mn)



## Seed Stage Funding in India

**1,050**

New Startups Launched in India in 2020

**USD 955K**

Medium Ticket Size for funding deals in 2020

**Bengaluru**

Hub with maximum seed funding deals in 2020

**Enterprise Tech**

Most Preferred startup sector at seed stage

**361**

Seed Stage startups funded in 2020

**642**

Investors backing startups at seed stage

**Bengaluru**

Hub with maximum bridge funding deals in 2020

**USD 1.3 Mn**

Medium Ticket Size for funding deals in 2020

**Enterprise Tech**

Sector with maximum bridge funding deals in 2020

**120**

Startups funded at Bridge Stage

## Bridge Stage Funding in India



# Stages of Funding

## Growth Stage Funding in India

### Fin tech

Most Preferred startup  
sector at growth stage

### USD 5 Mn

Medium Ticket Size for  
funding deals in 2020

### Bengaluru

Hub with maximum growth  
funding deals in 2020

227

Growth Stage startups  
funded in 2020

448

Investors backing startups at  
growth stage

### Ecommerce

Most Preferred startup  
sector at late stage

### USD 21 Mn

Medium Ticket Size for  
funding deals in 2020

### Bengaluru

Hub with maximum late  
funding deals in 2020

103

Startups funded at Late Stage

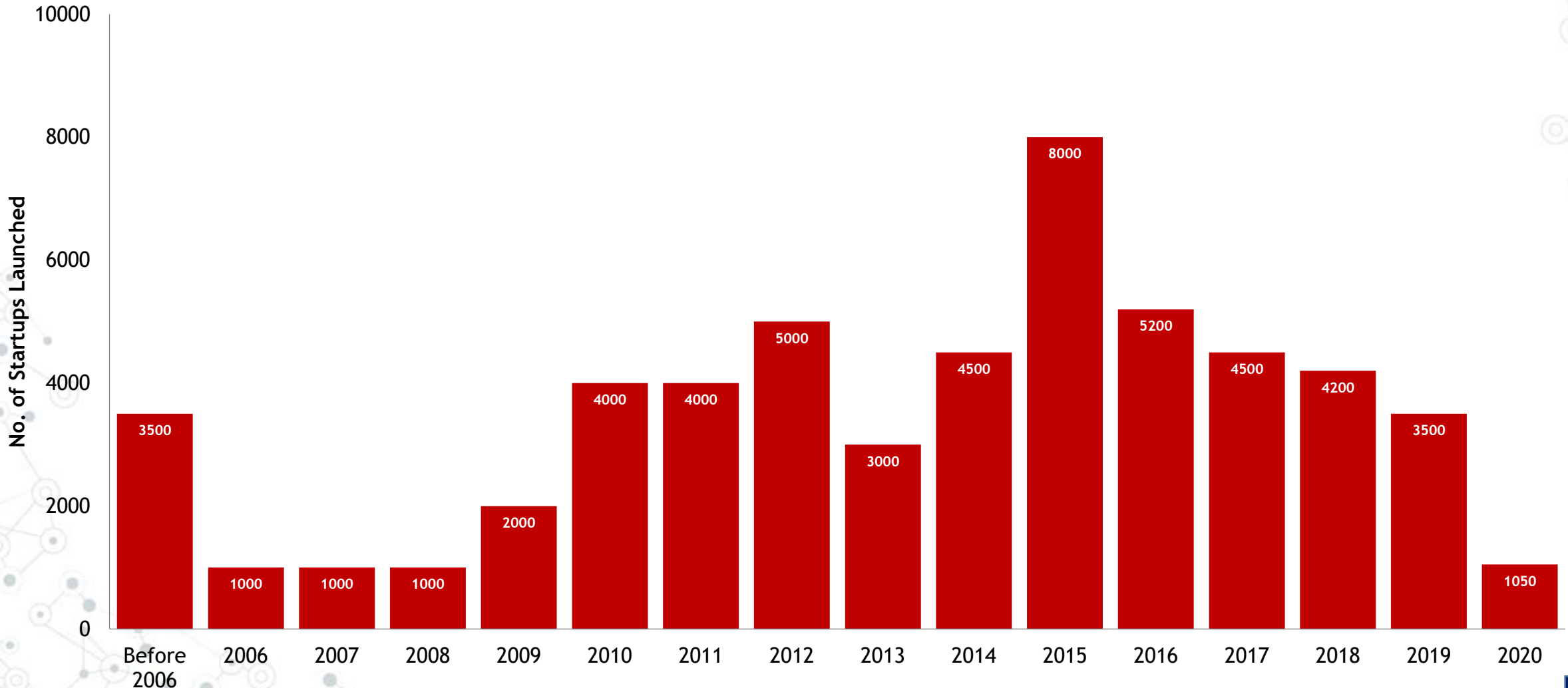
270

Investors backing startups at  
late stage

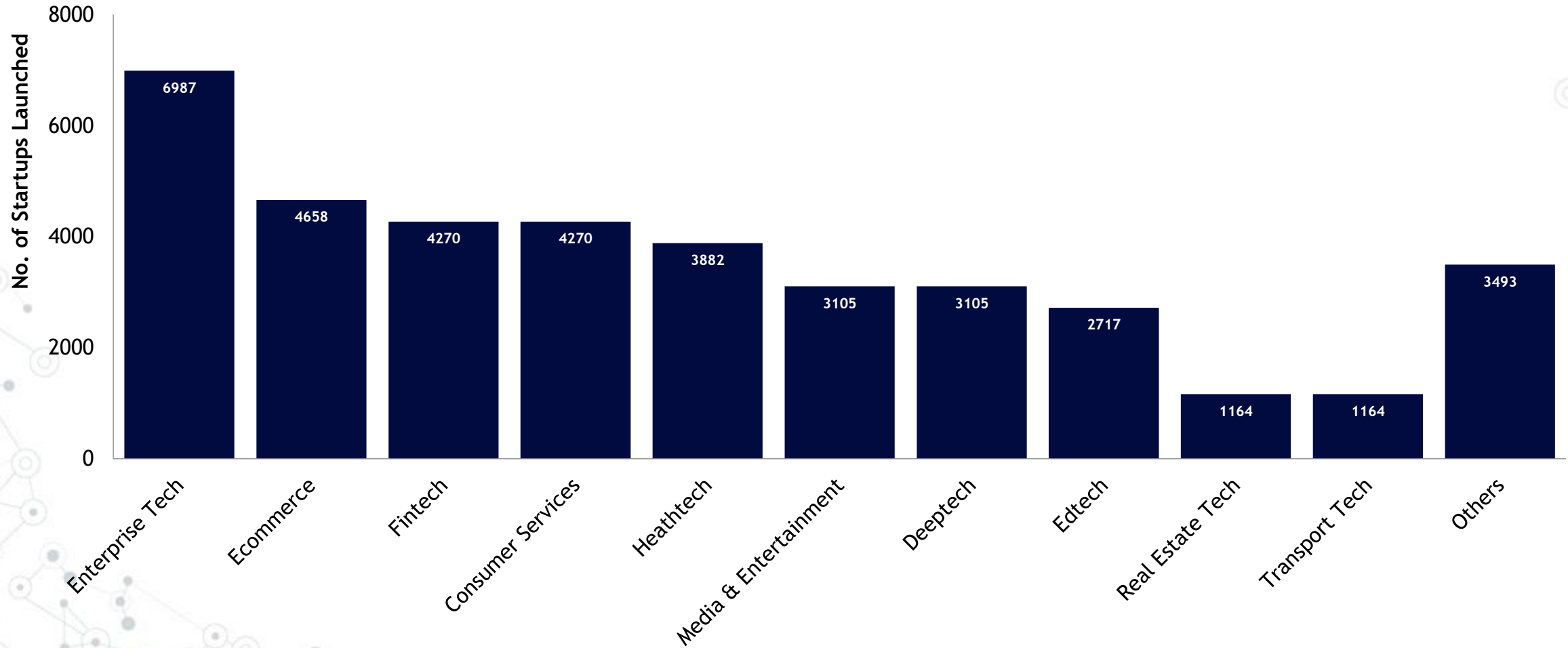
## Late Stage Funding in India

# Startups Launched Every Year

## New Startup Launches in India **Lowest in the Past Twelve Years**



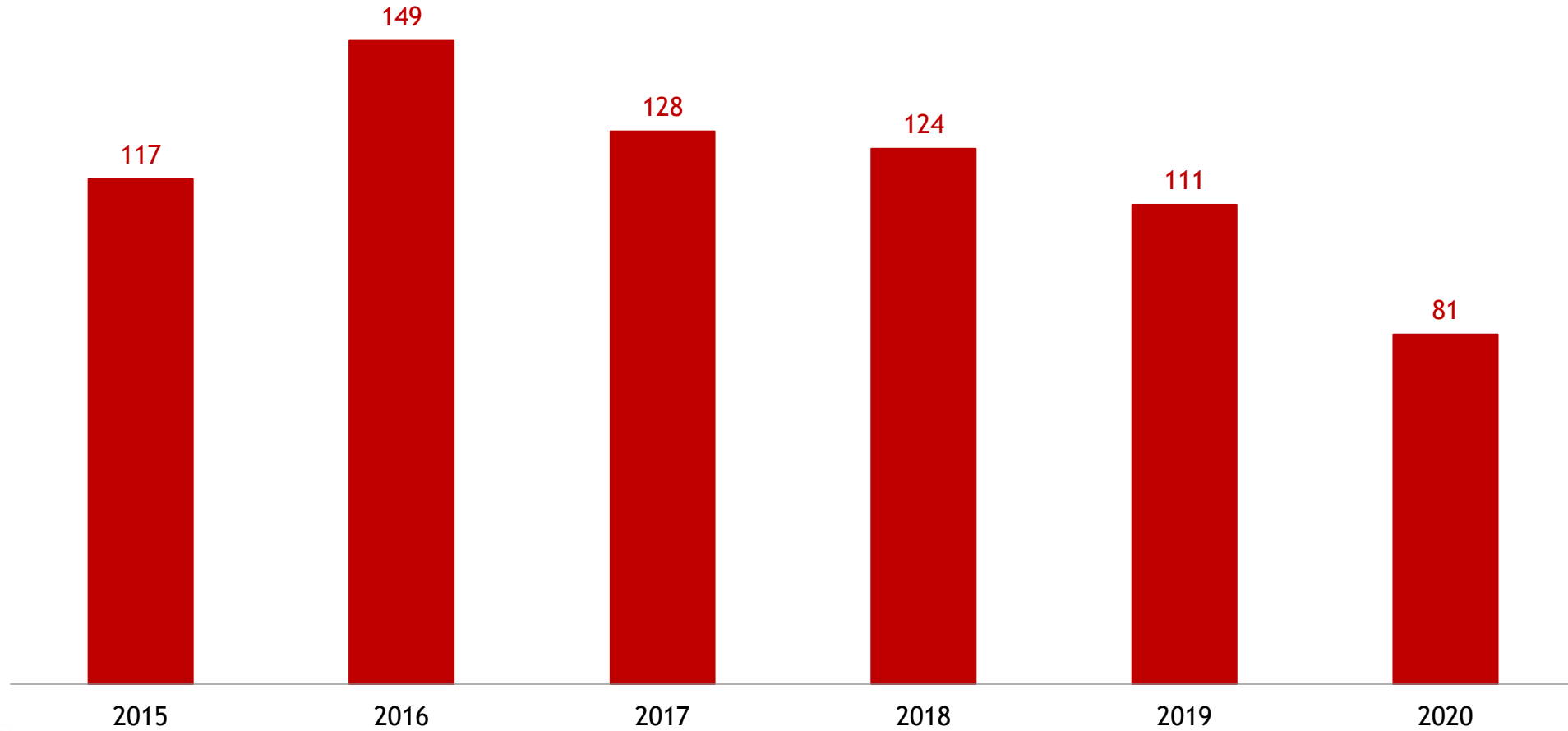
## Enterprise Tech has the Highest Number of Active Startups in India



## M&A Count Tumbles in 2020

- The M&As count this year is the **lowest** in the past six years. The overall count of **81 in 2020** is 27% lower than the previous year (111).
- The fact that the addressable market for **EdTech, ecommerce and biotech** was expanded during the pandemic has fueled the growth of M&As in these sectors.
- While many **expected consolidations** to be the flavor of the year, given the pandemic's impact on businesses, the M&As count this year is the lowest in the past six years.
- The **USD 300 Mn acquisition** of WhiteHat Jr by BYJU's was the biggest startup M&A transaction of the year.

# Mergers and Acquisitions



M&A Deal Count

## Notable Startups **Acquisitions** in 2020

	Sectors	Acquired By	Acquisition Amount (\$ Mn)
Uber Eats	Consumer Services	Zomato	350
WhiteHat Jr.	EdTech	Byjus	300
Netmeds	Healthtech	Reliance Retail	83
Raheja Qbe	Insurance	Paytm	76
PreLadder	EdTech	Unacademy	50
Urban Ladder	Ecommerce	Reliance Retail	24.4
DHFL	Insurance	Navi Insurance	14
DailyNinja	Consumer Services	Big Basket	15-20
IServeU	Fintech	Niyogen	8
Mastree	EdTech	Unacademy	5
Intellicar	Transport Tech	TVS	2

# Unicorn and Soonicorn in India

42

Unicorns

\$37.1 Bn

Total Funding Raised

Top Sectors

Ecommerce, Enterprise  
Tech, Fin Tech



48

Soonicorns

\$ 8.7 Bn

Total Funding Raised

Top Sectors

Fin Tech, Consumer  
Services, Health Tech

## Startups that entered Unicorn Club in 2020

	Founded	Founders	Key Investors
Unacademy	2015	Gaurav Munjal, Hemesh Singh, Roman Saini, Sachin Gupta	Sequoia Capital India, Elevation Capital, Softbank Vision Fund
Postman	2014	Abhijit Kane, Abhinav Asthana, Ankit Sobti	Nexus Venture Partners, CRV, Insight Partners
Firstcry	2010	Amitava Saha, Supam Maheswari	Softbank Vision Fund, Valiant Capital Partners, Vertex Ventures
Zerodha	2010	Nikhil Kamath, Nithin Kamath	N/A
Cars 24	2015	Vikram Chopra, Gajendra Jangid, Ruchit Agarwal, Mehul Agarwal	Sequoia Capital India, KCK Global, DST Global
Razorpay	2014	Harshil Mathur, Shashank Kumar	Tiger Global Management, Sequoia Capital India, GIC
Nykaa	2012	Falguni Nayar	Tiger Global Management, Sequoia Capital India, GIC
Zenoti	2010	Sudheer Koneru, Dheeraj Koneru	Tiger Global Management, Steadview Capital, Advent International
Pine Labs	1998	Lokvir Kapoor	Actis, Paypal Ventures, Temasek Holdings



# A Brief Compendium

**38,815**

Active Startups in India

**1,050**

Startups Launched in 2020

**Enterprise Tech**

Highest Number of Active Startups

**11**

New Startups entered Unicorn Club in 2020

**USD 11.5 Bn**

Total Funding secured in 2020 across 924 deals

**Ed Tech**

Sector with highest number of M&As in 2020

**Fin Tech**

The top Startup sector in 2020

**Chennai**

Emerging Startup Hub in India

**USD 13.7 Bn**

Funding to be secured by Indian Startups in 2021



## ➤ About Us

**Nucleus** AAR Advisors LLP is a business consulting firm providing specialized services in the field of Investment Banking, Deal Transaction Advisory, Corporate Advisory, International Taxation, Audit & Assurance. We partner entrepreneurs in their critical decision making by providing them various analysis customized as per their requirement. We also help in the effective implementation of decisions and its subsequent monitoring as well.

Team Nucleus is comprised of people from Big4s and reputed consulting firms with combined experience of 30+ years.

Team is distinguished by their functional and technical expertise combined with their hands-on experience, thereby ensuring that our clients receive the most professional service.

**+ 25**

USD Mn Transactions Closed

**+ 50**

Deals Closed

**+ 200**

Investors Network Worldwide

**+ 50**

Valuation Assignments

**+ 75**

Due Diligence Assignments

**+ 100**

Pitch Deck and Financial Models Delivered

**Nucleus**  
ADVISORS

W : [www.nucleusadvisors.in](http://www.nucleusadvisors.in)

E : [info@nucleusadvisors.in](mailto:info@nucleusadvisors.in)

Click to Follow On

**LinkedIn**