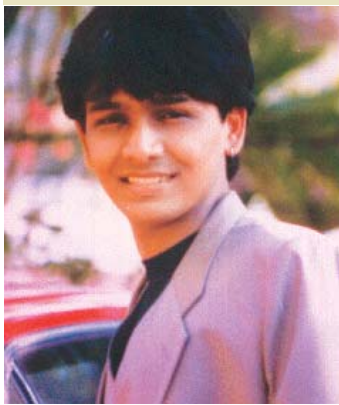


## TATA-NEN AWARDS

## Top 30 nominees cut across sectors, cities

## Librarywala.com



Hiten Turakhia, MD.

**Founded in:** 2007  
**Industry:** Online book lending  
**Funding:** Self-funded  
**Revenue bracket:** Rs11-50 lakh  
**Description:** This Mumbai-based company takes your neighbourhood lending library model online, with home delivery of books that members can borrow online. It plans to beat the competition with a wide range of books and various service offerings. The company makes money from membership subscriptions and online advertisements.

## Mantis Technologies



Aurvind Lama, co-founder.

**Founded in:** 2007  
**Industry:** Online bus ticketing solution  
**Funding:** Self-funded  
**Revenue bracket:** Less than Rs10 lakh  
**Description:** Ahmedabad-based Mantis provides end-to-end booking and business management solutions to bus services and travel agents. The company's strength lies in its ability to handle live travel inventory and large-scale distribution. Its revenue model is based on commissions for travel products and a monthly rental for services provided.

## MedSphere India



Sanjeev S., managing director.

**Founded in:** 2007  
**Industry:** Medical imaging and tele-radiology  
**Funding:** Self-funded  
**Revenue bracket:** Rs1-5 crore  
**Description:** Bangalore-based MedSphere provides solutions in medical image storage and tele-radiology or transmitting patient images to remote locations. The company competes with the likes of GE and Siemens, but claims its solution requires very low bandwidth that can work on a laptop with a data card. It generates revenues through software licence fees.

## Munificent Ventures



Shubham Rai, co-founder.

**Founded in:** 2008  
**Industry:** Online search for rented utilities  
**Funding:** Self-funded  
**Revenue bracket:** Less than Rs10 lakh  
**Description:** The Mumbai-based company runs the portal Rentimental.com that allows users to search for anything that can be rented out, including refrigerators, houses and cars. The firm competes with local classifieds site, but believes its focus on a rental model sets it apart. It plans to monetize its service through subscription, online advertisements and offline offerings.

## Perfint Engineering Services



S. Nandakumar, CEO.

**Founded in:** 2005  
**Industry:** Medical equipment  
**Funding:** \$3.5 million (more than Rs17.5 crore today) from IDG Ventures and Accel India  
**Revenue bracket:** Less than Rs10 lakh  
**Description:** Perfint was started by a group of experienced executives from GE India to develop low-cost medical equipment aimed at developing countries. The company builds and sells to hospitals image-guided devices for minimally invasive surgical procedures.

## Rasilant Technologies



Sahil Anand, executive director.

**Founded in:** 2005  
**Industry:** RFID (radio frequency identification) technology solutions  
**Funding:** Self-funded  
**Revenue bracket:** Rs11-50 lakh  
**Description:** Mumbai-based Rasilant provides business solutions in RFID technology, used to identify and track products. The company differentiates itself with a comprehensive business approach and niche products such as parking management. It generates revenues through channel partners in India and West Asia.

## Sacred Moments



Prakash Mundhra, CEO.

**Founded in:** 2006  
**Industry:** Branded retail puja kits  
**Funding:** Self-funded  
**Revenue bracket:** Rs11-50 lakh  
**Description:** This Mumbai-based firm started out as a business plan that won several competitions at various IIMs and IIT, Kanpur. It provides designer puja kits customized for festivals such as Diwali and Holi. Sacred Moments sells its portfolio of eight kits to companies, exporters, retailers and individuals.

## SammaaN Foundation



Ishan Alam, founder chairman.

**Founded in:** 2007  
**Industry:** Organized cycle rickshaw ops  
**Funding:** Bank loans, savings  
**Revenue bracket:** Rs51 lakh-1 crore  
**Description:** Patna-based SammaaN is a social venture that intends to systemize the operations of rickshaw pullers in India. It supplies rickshaws free of rent, charging maintenance fee only and makes money through advertising and brand promotions on the vehicles, and through value-adds such as mobile recharge and mineral water.

## Star AgriWarehousing and Collateral Management



Amith Agarwal, director.

**Founded in:** 2006  
**Industry:** Agricultural warehousing  
**Funding:** Self-funded  
**Revenue bracket:** Less than Rs10 lakh  
**Description:** Jaipur-headquartered Star Agri provides end-to-end solutions in procurement, warehousing and collateral management of agricultural commodities. A process-driven management approach in an unorganized industry differentiates it from peers, says the company.

## Synage Software



Sahil Parikh, CEO.

**Founded in:** 2007  
**Industry:** Software as a service (SaaS) via the Internet  
**Funding:** Self-funded  
**Revenue bracket:** Rs 11-50 lakh  
**Description:** Its online tool DeskAway helps companies manage and track projects online with their partners, employees and clients. DeskAway does not require specialized knowledge and can be run by a small team. Earns revenues through recurring monthly/yearly subscriptions and ad-supported free plan.

## Suravaram Marketing (FieldTurf Tarkett)



Anil Kumar, managing director.

**Founded in:** 2004  
**Industry:** Manufacturing artificial grass  
**Funding:** Self-funded  
**Revenue bracket:** Rs 1-5 crore  
**Description:** Imports, markets, sells and installs this artificial grass at any place where it is difficult to grow the natural variety. This could include rooftops, balconies, sports fields or heavy foot-traffic areas. The firm has a distribution network in 18 states in the country.

## The Loot



Jay Gupta, managing director.

**Founded in:** 2004  
**Industry:** Branded apparel retail chain  
**Funding:** Self-funded  
**Revenue bracket:** Rs15-30 crore  
**Description:** The Loot sells people branded clothing at discounted prices throughout the year across its 45 stores. The company makes profits through a differentiated business model that allows it to source inventory at far lower costs than original price stores, so it can sell them cheaper.

## ValueMinds Solutions



Ashwin Palaparthi, founder CEO and chief technical officer.

**Founded in:** 2006  
**Industry:** Software testing  
**Funding:** Self-funded  
**Revenue bracket:** Not available  
**Description:** The company's chief product provides a set of online tools to help software testers in the areas of test design and test data generation, for which it charges a fee. Its focus on these specific areas that other market tools don't offer differentiates it, says the company.

## Vayavya Labs



R.K. Patil, co-founder and CEO.

**Founded in:** 2006  
**Industry:** Embedded software  
**Funding:** Self-funded  
**Revenue bracket:** Pre-revenue  
**Description:** This Belgaum-based company provides software tools for the semiconductor industry, to make it easier to implement data specifications while writing software for chips. It makes revenues through software licensing and embedded software services.

## Wyn Brands



Stephen Poonen, founder.

**Founded in:** 2003  
**Industry:** Agribusiness  
**Funding:** Self-funded  
**Revenue bracket:** Rs1-5 crore  
**Description:** Bangalore-based Wyn Brands manages fresh produce supply chain for retail food chains such as McDonald's and Pizza Hut. A cost-effective solution is what sets this company apart.

NEW IDEAS.  
NEW ENTREPRENEURS.CHOOSE THE 5 HOTTEST STARTUPS OF 2008  
BE A PART OF NEW INDIA.

Tata NEN Hottest Startups is delighted to announce the 30 Finalists. Learn more about them, and vote for your favourite at [www.hottteststartups.in](http://www.hottteststartups.in) or sms 56767.



[www.hottteststartups.in](http://www.hottteststartups.in) OR sms 56767

Brought to you by



Major partners



Official Print Media Partner

Special partners

