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# These Indian start-ups entered Alibaba's treasure cave

Debolina Biswas

Alibaba's eFounders fellowship programme has one aim: providing entrepreneurs from developing countries with the right skills for their businesses. Four of the 38 Asian entrepreneurs who completed the fourth edition of the programme in November 2018 were from India. We take a closer look at these start-ups and what they do:

**Zefo:** A Bengaluru-based online marketplace for refurbished furniture and appliances, Zefo was founded by former Helion Venture Capital executive Rohit Ramasubramanian, IIT graduates Karan Gupta and Himanshu Joshi, and ex-Flipkart and

ex-Amazon executive Arijit Gupta.

Besides buying products directly from consumers before refurbishing and selling them, Zefo has also tied up with online furniture sellers Pepperfry and Urban Ladder, and online horizontal marketplaces Flipkart and Amazon for exchange programmes.

It has tie-ups with brands like Godrej, Videocon, Micromax, Whirlpool, and HomeTown for factory seconds and exchange offers. The start-up raised Rs 60 crore in Series B from existing investors Sequoia India, Beenext and Helion Ventures, in October 2017. They had raised Rs 40 crore from the same investors in Series A, in November 2016.



The co-founders of Healthy Buddha: Gautham and Anurag

**Healthy Buddha:** It is a Bengaluru-based farm-fresh organic food start-up that aims to take chemical-free food to the masses. Founded by techies Gautham PB and Anurag Dalmia, Healthy Buddha is connected with 244 farmers across 12 states,

who work on 347 acre of land collectively. According to the founders, the start-up has, over four years, helped avoid the use of 24,013 kg of chemicals and fertilisers. In an earlier interview, Gautham said, "Produce is harvested based on demand, so every-

thing is fresh and there is minimal wastage."

**NowFloats:** It enables small and medium businesses to scale their online presence with their main product, Boost. The solutions comprise of boosting the business website, boosting website management application, and enabling automatic search engine optimisation (SEO) of the website.

The start-up also helps SMBs to set up a business website within minutes, along with auto-SEO, responsive design, product catalogue, and payment gateway. They also sync the SMBs' social media channels for better reach. NowFloats raised Rs 14.36 crore in a bridge round

from Omidyar Network, Iron Pillar Capital and IIFL.

**Grozip:** It is a marketplace focusing on hyperlocal delivery of all home essentials. They facilitate both B2B and B2C delivery in Puri, Bhubaneswar, Cuttack, and Rourkela. Grozip focuses on creating a value proposition for local merchants and vendors. They get these local merchants and vendors on-board and help them increase their sales and reach more customers. On the customer side, they help people discover new stores in their neighbourhood. Currently focusing on groceries and food, Grozip aims to move to other spaces in the future. —YourStory.com