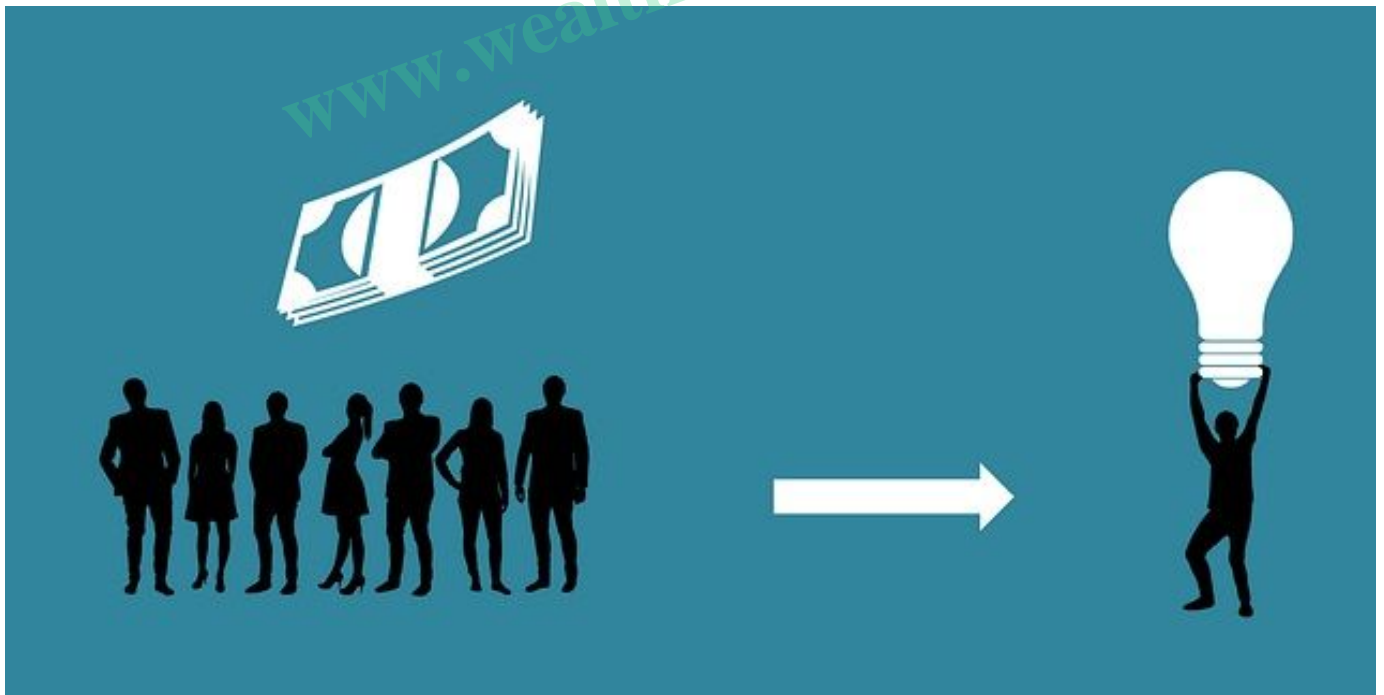


## Shark Tank India – Companies with its products: P1 (11 mins read)

### Description

Shark tank India is the Indian franchisee of the international show 'Shark Tank'. It is one of the most popular shows in India right now. Every second person is talking about the show; the format and the judges being the foremost important factor for the popularity. The Make in India scheme and the entrepreneurship wave in India are some of the prime reasons for the success of the show.



36 episodes of Shark tank India have been aired on SET India from 20<sup>th</sup> Dec 2021 to 7 January 2022. Every episode had so much to offer to the audience, be it the learnings, the verbal spat between sharks, or Ashneer's brutal feedback to the contestants. WealthDrift has brought to you an article that covers all the businesses that came on Shark tank India. This article will not only tell you about the businesses or the contestants that came on Shark Tank India but also about what these contestants did to get the offer or what was lacking in them due to which they had to return empty-handed.

## 1. BluePine Foods Pvt. Ltd.

**Entrepreneurs** – Aditi Madan, Rohan Singh, and Naveen Pawar

**Product** – Frozen Momos with zero preservatives and traditional ingredients

**Offer** – INR 50 Lakhs for 5% equity

**Valuation** – INR 10 Cr.

**Pitch and negotiation** – The sharks tasted the product and found it really good in the taste. Also, the product has a shelf life of 4 months which impressed the judges. Hence, the business attracted offers from Ashneer Grover (INR 50 lakhs for 7% equity), Vineeta Singh (INR 50 lakhs for 20% equity). After these offers, Ashneer Grover and Aman Gupta together gave an offer of INR 50 Lakhs for 12% equity. The team gave a counteroffer of INR 50 Lakhs for 10% equity or INR 75 Lakhs for 12% equity.

**Final Deal** – INR 75 Lakhs for 16% equity by Ashneer, Aman, and Vineeta

## 2. Booz Scooters

**Entrepreneur** – Rutvij Dasadia

**Product** – App-based electric scooters for business parks, college campuses, residential areas, etc.

**Offer** – INR 40 Lakhs for 15% equity

**Valuation** – INR 2.67 Cr.

**Pitch and Negotiation** – The Company had not done any significant business yet. Also, there were questions regarding the scalability of the business because to turn it into a big profitable business whole city has to be connected. On top of it, the scooter manufacturer can also enter this market. However, Vineeta and Ashneer liked the concept and gave an offer of INR 40 Lakhs for 50% equity. Rutvij gave a counteroffer of 33% equity for the same amount.

**Final Deal** – INR 40 Lakhs for 50% equity by Vineeta and Ashneer

## 3. Heart Up My Sleeves

**Entrepreneur** – Riya Khattar

**Product** – Detachable sleeves

**Offer** – INR 25 Lakhs for 10% equity

**Valuation** – INR 2.5 Cr

**Pitch and negotiation** – The Company was very new in the market and had not done any substantial business in the past. Also, the market size for the product is small. However, the concept and the other varieties of products that can be added attracted offers from Vineeta and Anupam. They gave an offer of INR 25 Lakhs for 40% equity. Riya gave a counteroffer of 30% equity for the same amount.

**Final Deal** – INR 25 Lakhs for 30% equity by Vineeta and Anupam

#### 4. Tagz

**Entrepreneurs** – Anish and Sagar

**Product** – Healthy snacks prepared by popping with no trans fat

**Offer** – INR 70 Lakhs for 1% equity

**Valuation** – INR 70 Cr.

**Pitch and negotiation** – The team was very knowledgeable about the market they are operating in. They had done good business already and had good projections in the years to come. However, the valuation was too high and their business was inefficient in the D2C segment. But since the business was running well, it attracted good offers from the sharks. Aman and Namita offered INR 70 Lakhs for 4% equity which was countered by Ashneer for 3.5%. The team gave a counteroffer of 2.5%. But Aman and Namita revised their offers to 3% and Ashneer to 2.75%.

**Final Deal** – INR 70 Lakhs for 2.75% equity by Ashneer



Ashneer Grover – Co-Founder of BharatPe

## 5. Head & Heart

**Entrepreneurs** – Gurunandan Singh and Rajvinder Kaur

**Product** – Training program using Japanese techniques to sharpen the minds of kids

**Offer** – INR 50 Lakhs for 5% equity

**Valuation** – INR 10 Cr.

**Pitch and negotiation** – The business was non-defensible because anyone can learn and start their own training courses. Also, no tangible outcome of the program was there due to which no shark offered for investment

**Final Deal** – No deal

## 6. Qzense Labs

**Entrepreneur** – Rubal Chib and Dr. Srishti Batra

**Product** – Fruit tester that tests fruits non-destructively to tell whether fruit has gone stale or it is fresh

**Offer** – INR 1 Cr for 0.25% equity

**Valuation** – INR 400 Cr.

**Pitch and negotiation** – The valuation of the company was totally out of the place. Judges were not at all happy about the valuation. Also, the company was still in the pre-revenue phase but still, the valuation asked was very high. However, Vineeta still offered INR 1 Cr but for 5% equity. The team gave a counter of 0.5% equity for the same amount.

**Final Deal** – No deal

## 7. Peeschute

**Entrepreneur** – Siddhant Avrawala

**Product** – Peeschute which is a pocket-size urine disposable bag

**Offer** – INR 75 Lakhs for 4% equity

**Valuation** – INR 18.75 Cr.

**Pitch and negotiation** – The product was good and the USP of solidifying the urine was the thing that attracted the sharks. The company has also tied with the government which showed the potential in the business. Therefore it attracted offers from Ashneer (INR 75 lakhs for 7% equity), Aman (INR 75 Lakhs for 10% equity), and Anupam + Vineeta (INR 75 Lakhs for 10% equity). Siddhant specifically gave a counteroffer to Aman of 6% equity for the same amount

**Final Deal** – INR 75 Lakh for 6% equity by Aman



Aman Gupta – Co-Founder & CMO of boAt

## 8. NOCD

**Entrepreneur** – Sidharth and Vinay

**Product** – Healthy drink having amino acid, folic acid, biotin, green coffee beans without sugar

**Offer** – INR 50 Lakhs for 2% equity

**Valuation** – INR 25 Cr.

**Pitch and negotiation** – The product was fine and the margin was good but the marketing was not to the point. The name was also not related to the product. However, Vineeta still gave an offer of INR 20 Lakhs for 20% equity and INR 30 Lakhs debt. The team gave a counteroffer of 10% equity for the same amount.

**Final Deal** – INR 20 Lakhs for 15% equity and INR 30 Lakhs debt by Vineeta with the condition of changing the name and packaging.

## 9. COSIQ

**Entrepreneurs** – Kanika and Angad

**Product** – Skincare products

**Offer** – INR 50 Lakhs for 7.5% equity

**Valuation** – INR 6.67 Cr

**Pitch and negotiation** – The product specifically the sunscreen was good and the packaging was high level as well. But the name did not go well with the market line they were in. Sharks were interested in the business and Anupam was the first to offer (INR 50 Lakhs for 20% equity) followed by Vineeta (INR 20 Lakh 20% equity + INR 30 lakhs debt @ 12%) and Ashneer (INR 75 Lakhs for 33.33% equity). Vineeta and Anupam together gave an offer of INR 50 Lakhs for 25% equity but Ashneer decreased his equity to 25% for INR 75 Lakhs. The team then gave a counter of INR 50 Lakhs for 20% to Anupam and Vineeta.

**Final Deal** – INR 50 Lakhs for 25% equity by Anupam and Vineeta

## 10. JhaJi

**Entrepreneurs** – Kalpana Jha and Uma Jha

**Product** – Sun-dried pickle with no preservatives and no added colors

**Offer** – INR 50 Lakhs for 10% equity

**Valuation** – INR 5 Cr

**Pitch and negotiation** – The presenter being from the small town tried their best to present the product in a professional way which was appreciated by all the sharks. However, the business was too early to invest and the valuation was too high for the sales they made in the recent past. Therefore, no shark offered to invest in the business.

**Final Deal** – No offers

Here are [250 small business ideas with low investment](#) that you can go for if you want to start a business or a side hustle.

## 11. Bummer

**Entrepreneur** – Sulay

**Product** – Designer under-garments that are super soft, colorful, and quirky

**Offer** – INR 75 Lakhs for 4% equity

**Valuation** – INR 18.75 Cr.

**Pitch and negotiation** – The product and the design were good but the market is very competitive. Also, Sulay was not able to tell the differentiator which can make his business stand out because the designs can be copied. But for the product and the concept, Aman and Namita together gave an offer of INR 75 lakhs for 15% equity which they decreased to 10% after Sulay gave them a counteroffer of 6%.

**Final Deal** – INR 75 Lakhs for 7.5% equity by Aman and Namita

## 12. Revamp Moto

**Entrepreneurs** – Jayesh Tope, Pushkaraj Salunke, and Pritesh Mahajan

**Product** – Revamp Mitra: An EV that comes with 10 attachments that can be used for carrying different kinds of goods and also for normal traveling purposes

**Offer** – INR 1 Cr for 1% equity

**Valuation** – INR 100 Cr.

**Pitch and negotiation** – The sharks found the product very impressive. The team was very knowledgeable about the market space they are in and had done good jobs to already get orders from different businesses. It was a big tussle between Aman and Anupam together with Ashneer for the deal. Aman started with INR 1 Cr for 3% equity but Ashneer offered the same amount for 2.5%. Anupam then teamed up with Aman and decreased the equity ask to 2%. Finally, the team had two offers, one from Aman and Anupam for 1.5% equity and the other from Ashneer for 1.25% equity.

**Final Deal** – INR 1 Cr for 1.5% equity by Aman and Anupam





Anupam Mittal – Founder & CEO of People Group

### 13. Hungry head

**Entrepreneurs** – Rahul Daga and Arpit Kabra

**Product** – They run a restaurant that serves 80 varieties of Maggi

**Offer** – INR 50 Lakhs for 5% equity

**Valuation** – INR 10 Cr.

**Pitch and negotiation** – They have limited their options to Maggi only and did not have any standardization which raised questions on the scalability of their business. Due to these reasons, they did not get any offer from the Sharks.

**Final Deal** – No offers.

### 14. Skippi Ice Pops

**Entrepreneurs** – Anuja Kabra and Ravi Kabra

**Product** – Ice pops 100% natural colors, natural flavor, natural preservatives, and natural sugar

**Offer** – INR 45 Lakhs for 5% equity

**Valuation** – INR 9 Cr.

**Pitch and negotiation** – The sharks found the product very good with the packaging and branding on point. The target market is also big for the product. That is why all the five sharks got interested in this business. They started giving offers individually with Anupam starting with INR 45 Lakhs for 5% followed by Namita + Ashneer (INR 60 Lakhs for 5% equity). Eventually, all the sharks gave a joint offer of INR 1 Cr for 15% equity. But the team gave a counteroffer of 10% equity for the same amount

**Final Deal** – INR 1 Cr for 15% equity by Aman, Anupam, Vineeta, Namita, and Ashneer.

## 15. Gulu

**Entrepreneurs** – Aditi Gupta and Tuhin Paul

**Product** – Menstrupedia comic that tells girls about their periods in a fun way.

**Offer** – INR 50 Lakhs for 10% equity

**Valuation** – INR 5 Cr.

**Pitch and negotiation** – The product is targeting a very relevant and big problem. And since it is related to women's healthcare, it got an offer from Namita (INR 50 Lakhs for 25% equity) followed by Ashneer's offer (INR 50 Lakhs for 22% equity along with a condition of becoming a sanitary pad selling company). The team gave a counteroffer to Namita to come down to 20% equity.

**Final Deal** – INR 50 Lakhs for 20% equity by Namita.



Namita Thapar – Executive Director at Emcure Pharma

## 16. [Hecoll](#)

**Entrepreneur** – Deepti Nathala

**Product** – A fabric that prevents 95% pollution, 99% UV rays and kills bacteria and viruses

**Offer** – INR 1 Cr for 1% equity

**Valuation** – INR 100 Cr.

**Pitch and negotiation** – During the pitch, Deepti told about her plans of making various products by this fabric which was too much for a new business. The sales shown by the company were very less for the valuation asked. Also, she was the single founder who was more into technical things and lacked business acumen. Due to these reasons, no shark offered to invest.

**Final Deal** – No offers

## 17. [Beyond Snack](#)

**Entrepreneur** – Manas Madhu

**Product** – Kerela banana chips

**Offer** – INR 50 Lakhs for 2.5% equity

**Valuation** – INR 20 Cr.

**Pitch and negotiation** – Manas was a confident entrepreneur who had studied the market deeply. The product was also good in quality. It attracted an offer from Anupam (INR 50 Lakhs for 20%) with Peyush joining in the offer. But the company had already raised money from some other investors, Peyush and Anupam brought their offer to 10% equity for the same amount. Aman and Ashneer gave the offer of INR 50 Lakhs for 2.5% equity which Manas asked in his pitch.

**Final Deal** – INR 50 Lakhs for 2.5% equity by Ashneer and Aman

## 18. Vivalyf innovations

**Entrepreneurs** – Duvvuru Varshita and Vimal Kumar

**Product** – Easy Life: Device to measure blood sugar level without prick pain

**Offer** – INR 56 Lakhs for 7.5% equity

**Valuation** – INR 7.47 Cr.

**Pitch and negotiation** – The problem that the team is aiming to solve with this device is quite big. It can be the next big thing in the medical field. However, the accuracy of the device was not good which is quite important in this field. The product was still in the R&D stage. But since the problem is quite big and the device can have a good future, Peyush and Anupam gave an offer of INR 56 Lakhs for 33% equity. The team gave the counteroffer of INR 36 lakhs for 15% equity and INR 20 Lakhs as debt.

**Final Deal** – INR 56 Lakhs for 33% equity by Peyush and Anupam

## 19. Motion

**Entrepreneurs** – Kartikeya, Anant Raj, Shivraj Sinh, and Deepenbhai

**Product** – Motion Breeze: Electric Adaptive Smart Bike

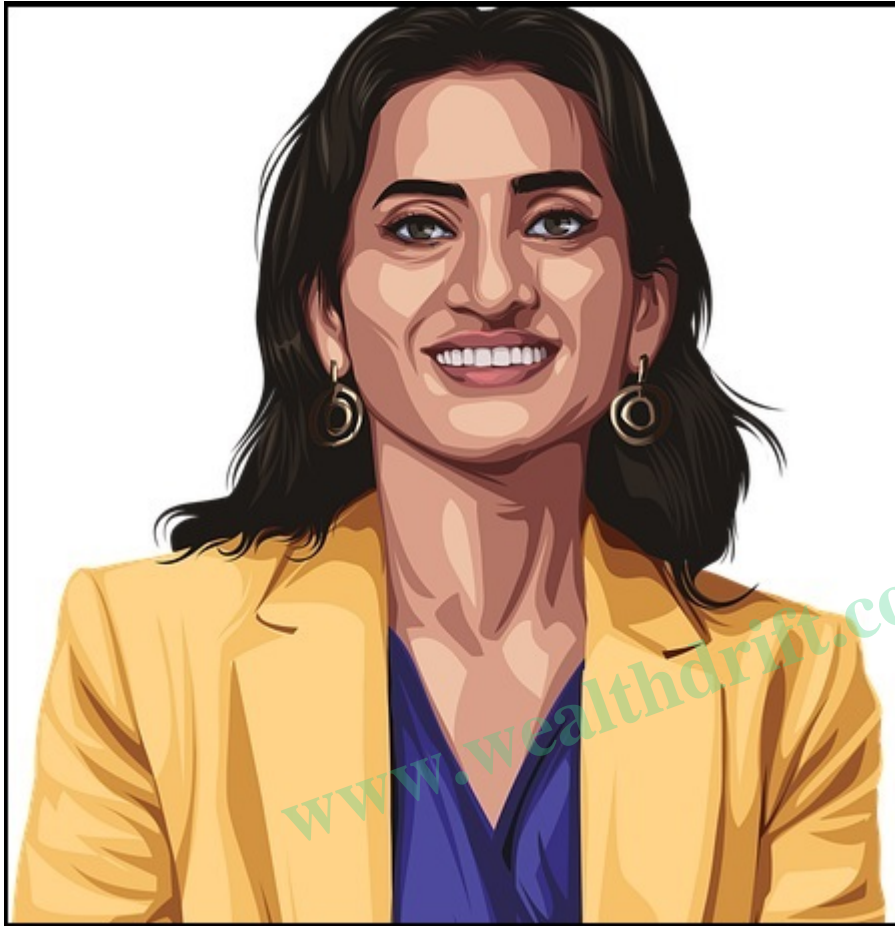
**Offer** – INR 30 Lakhs for 3% equity

**Valuation** – INR 10 Cr.

**Pitch and negotiation** – The bike had a new patented component which was the plus point in the product. But the price range was very high. The product itself was not fully ready. To sell a high price bike, first, you need to capture the market, so it would be difficult for this company to become a big

successful business. However, Ashneer still offered INR 30 Lakhs but for 6% equity.

**Final Deal** – INR 30 Lakhs but for 6% equity by Ashneer



Vineeta Singh – CEO & Co-Founder of SUGAR Cosmetics

If you want to start a business or a side hustle but are clueless about the field in which you should start it, then here are some [industries that have grown due to COVID-19](#).

## 20. Altor Smart Helmet

**Entrepreneurs** – Bilal Shakil, Sayan Tapadar, Shamik Guha and Anirban Gupta

**Product** – Smart helmet that can sense occurring of an accident and send info to an emergency contact

**Offer** – INR 50 Lakhs for 5% equity

**Valuation** – INR 10 Cr.

**Pitch and negotiation** – The product is good but the gross margin is very less even when the price is more as compared to the normal helmets. But the app linking feature was very good and hence sharks offered to invest in it. Namita was the first to offer (INR 50 lakhs for 20%) followed by Aman (INR 50 lakhs for 10%). Ashneer, Peyush, and Anupam together gave an offer of INR 50 lakhs for 10%. Aman

and Namita together also gave the same offer. The team gave a counteroffer of 7% for the same amount.

**Final Deal** – INR 50 Lakhs for 7% equity by Aman and Namita.

## 21. Ariro Wooden toys

**Entrepreneurs** – Vasant and Nisha

**Product** – Wooden (Neem wood) toys for 0-3 yrs children.

**Offer** – INR 50 Lakhs for 2.5% equity

**Valuation** – INR 20 Cr.

**Pitch and negotiation** – The product was good, the margins were high and the business was running profitably. This attracted offers from Ashneer (INR 50 lakhs for 15%), Peyush + Aman (INR 50 lakhs for 15%), and Anupam (INR 50 Lakhs for 12%). Ashneer and Anupam then together gave an offer of 10% for the same amount which was matched by Peyush and Aman.

**Final Deal** – INR 50 Lakhs for 10% equity by Peyush and Aman.

## 22. Kabira Handmad

**Entrepreneurs** – Nirmala Murarka and Dr. Manoj Murarka

**Product** – Organic, pure food items like oils, dairy products, spices, flours, etc.

**Offer** – INR 1 Cr for 5% equity.

**Valuation** – INR 20 Cr.

**Pitch and negotiation** – The products were fine but were in a competitive market. The margin is very less on the product and the profit had been dipping in the past 2 yrs. All the sharks opted out of investing in this business except Anupam who offered INR 25 Lakhs for 10% equity + INR 75 Lakhs debt.

**Final Deal** – No deal.

## 23. Nuutjob

**Entrepreneurs** – Anushree and Ananya

**Product** – Nutwash: Nut, butt, body, and hair wash.

**Offer** – INR 25 Lakhs 5% equity

**Valuation** – INR 5 Cr.

**Pitch and negotiation** – There is no such product in the market which is a big advantage. Although it was very early to invest because the company had not done any significant business yet but still the sharks offered to invest. Ashneer and Anupam together gave an offer of INR 25 Lakhs for 25% equity while Namita, Aman, and Peyush gave an offer of 20% for the same amount.

**Final Deal** – INR 25 Lakhs for 20% equity by Namita, Aman, and Peyush.

## 24. Meatyour

**Entrepreneurs** – Vardhaman Gandhi, Saisharan Gandhi, and Arnav Gandhi

**Product** – Eggs that do not have any smell because their hens are allowed to roam around and have good food on their own

**Offer** – INR 30 Lakhs for 5% equity

**Valuation** – INR 6 Cr.

**Pitch and negotiation** – Their average order value were INR 300 which they deliver to the doorstep. But this is not something that can make good money according to the shark. However, Peyush and Aman together gave an offer of INR 30 Lakhs for 20% equity. Anupam also gave the same offer. The team gave a counter of 14% for the same amount

**Final Deal** – INR 30 Lakh for 20% equity by Peyush, Aman, and Anupam.





Peyush Bansal – Founder & CEO of Lenskart.com

## 25. EventBeep

**Entrepreneurs** – Rakhi Pai, Saurabh Mangrulkar, and Venkatesh Prasad

**Product** – App for the overall development of college students, especially those who did not get the chance to go to IIT or any other prestigious institute.

**Offer** – INR 30 lakhs for 2% equity.

**Valuation** – INR 15 Cr.

**Pitch and negotiation** – This app is targeting the big student market and the possibility of growth is big. Ashneer started by giving an offer of INR 30 Lakhs for 2% equity+ INR 10 Lakhs for 0.5% of Rakhi's shares. Peyush gave the offer of INR 30 lakhs for 2% equity with Aman matching his offer.

**Final Deal** – INR 30 lakhs for 3% equity by Ashneer, Aman, and Peyush.

So, readers, these were the first 25 businesses that appeared on Shark Tank India. We hope you liked the article. Feel free to share it with your peers. Stay tuned for the next part where we will cover the next 25 businesses. Follow us on Instagram ([wealth\\_drift](https://www.instagram.com/wealth_drift)) for valuable and easy-to-implement tips on personal finance.

**Category**



1. General

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