



Shark Tank India – Companies with its products: P2 (11 mins read)

Description

Welcome to Part-2 in the series of Indian Shark Tank businesses with their deals. 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 20th 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 Part-2 of the article that covers all the Indian 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.



26. Gopal's 56

Entrepreneur – Gaurav Goyal

Product – Ice-creams that are vegan, fiber infused, and have pre-biotic features along with Ayurvedic ice-creams and shakes.

Offer – INR 300 Cr. for 25% equity

Valuation – INR 1200 Cr.

Pitch and negotiation – The product was very good in taste but the valuation asked by Gaurav was totally illogical. Judges were shocked about the valuation. Also, Gaurav was not able to clearly explain his plan after getting the investment. Hence, no shark offered to invest in his business.

Final Deal – No offer

27. ARRCOAT Surface Textures

Entrepreneur – Mohammad Ekbal, Saransh Anand, Kranti Anand

Product – End to end wall system providers

Offer – INR 50 Lakhs for 5% equity

Valuation – INR 10 Cr.

Pitch and negotiation – They provide walls that are water-resistant, have zero volatile organic compounds, cool because they are made of clay making it an environment-friendly product. But with the current product, the business was not scalable. Doing an interior decoration business along with a painting business is not possible due to which sharks were hesitant to offer investment. But Anupam offered to invest (INR 30 lakhs for 10% equity and INR 20 lakhs as a loan) but with conditions, where the team has to prove their claim of the product being environmentally friendly with no similar product in the market, equity to be shared with Mr. Ekbal, Mr. Kranti to leave this business and bring in a co-founder for marketing and distribution. The team gave a counteroffer of INR 50 lakhs for 10% equity with all the conditions.

Final Deal – INR 50 lakhs for 15% equity with all the conditions by Anupam.

28. [Farda](#)

Entrepreneur – Chahat Pahuja and Sanskar Mishra

Product – Premium street clothing brand

Offer – INR 30 lakhs for 10% equity

Valuation – INR 3 Cr.

Pitch and negotiation – The sharks liked the product and especially the customization the team presented. The company has done sales of just INR 1.4 Lakhs till now which makes it very early to invest. Also, it is very difficult to make a big brand in street fashion. But Aman and Namita offered to invest INR 30 lakhs but for 30% equity. The team gave a counteroffer of 20% equity for the same amount.

Final Deal – INR 30 Lakhs for 20% equity by Aman and Namita

29. [Auli Lifestyle](#)

Entrepreneur – Aishwarya Biswas

Product – Skincare Products

Offer – INR 75 Lakhs for 4% equity

Valuation – INR 18.75 Cr.

Pitch and negotiation – The sharks found the products and the packaging very good. Aishwarya had knowledge about the products but even after raising money in the past, the business lacked growth for which she had no clear answer. The business was already diluted but Namita offered to invest INR 75 lakhs but for 20% equity. Aishwarya gave a counteroffer of 15% equity for the same amount.

Final Deal – INR 75 lakhs for 15% equity by Namita



Namita Thapar – Executive Director at Emcure Pharma

30. Sweedesi

Entrepreneur – Suman Chaudhary and Vinod Kulhari

Product – Delivering famous sweets from their origin city at home within 24 hrs.

Offer – INR 40 Lakhs for 3% equity

Valuation – INR 13.33 Cr.

Pitch and negotiation – The concept of the business was good. It will definitely give its customer a feeling of immense joy but there were questions regarding the scalability of the business and the

frequency of use. Due to these reasons, no shark offered to invest.

Final Deal – No offers

31. Loka

Entrepreneur – Krishnan Sunderarajan

Product – Loka: A metaverse app.

Offer – INR 40 Lakhs for 5% equity.

Valuation – INR 8 Cr.

Pitch and negotiation – The sharks during the whole presentation were trying to find the hook which will make the user use the app again and again. But, Mr. Krishnan presented his app with great confidence and had good people skills which made the sharks give an offer for investment. Aman, Anupam, and Peyush together offered to give INR 40 Lakhs for 25% equity. Krishnan gave a counteroffer of 20% equity for the same amount.

Final Deal – INR 40 lakhs for 24% equity by Aman, Anupam, and Peyush

32. Thinker Bell labs

Entrepreneurs – Aman, Dilip, Sanskriti, and Saif

Product – Annie: a device for reading, writing, typing, vocabulary, stories, etc. for blind children of 4 yrs to 15 yrs of age.

Offer – INR 30 Lakhs for 0.5% equity

Valuation – INR 60 Cr.

Pitch and negotiation – The product is revolutionary and the business was already backed by investments from big businessmen like Anand Mahindra. They already had orders from different organizations. But the product is very expensive. However, the vision and the product were good, therefore, sharks offered to invest with Anupam starting from INR 30 Lakhs for 2% equity, followed by Peyush with the offer of INR 1 Cr for 5% equity and lastly Namita with INR 30 Lakhs for 1% equity. Peyush and Anupam also offered to match Namita's offer but Namita revised her offer to 0.75%. The team gave a counteroffer of INR 1 Cr for 2.5%. The final offer given by Namita, Peyush, and Anupam together was INR 1.05 Cr for 3% equity.

Final Deal – INR 1.05 Cr for 3% equity by Namita, Peyush, and Anupam

33. Carragreen

Entrepreneur – Surabhi Shah and Chetna Shah

Product – Carrabox: Box for food packaging that has a spoon and plate in it.

Offer – INR 50 lakhs for 10% equity.

Valuation – INR 5 Cr.

Pitch and negotiation – The concept of the product was fine and eco-friendly, however, there were questions about the scalability of the business. Also, there would be issues in carrying oily food in the product. However, Anupam and Peyush together offered to invest INR 50 Lakhs but for 25% equity. The team gave a counteroffer of 12% for the same amount.

Final Deal – INR 50 lakhs for 20% equity by Anupam and Peyush



Anupam Mittal – Founder & CEO of People Group

34. [The Yarn Bazaar](#)

Entrepreneur – Pratik Gadia

Product – Multi-channel platform for yarn buying and selling

Offer – INR 50 Lakhs for 2% equity

Valuation – INR 25 Cr.

Pitch and negotiation – The product is solving the problems in the supply chain of the textile industry. Mr. Pratik was very knowledgeable about the market he was operating in. Sharks raised the issue of buyer and seller communicating directly but Mr. Pratik very smartly handled the query and told about how their customers are trusting the platform and because of the assurance of service, they prefer to go via the platform. Aman, Peyush, Anupam, and Ashneer together offered to invest INR 1 Cr for 10% equity. Mr. Pratik gave a counteroffer of INR 1.25 Cr for the same equity.

Final Deal – INR 1 Cr. for 10% equity by Aman, Peyush, Anupam, and Ashneer

35. The Renal Project

Entrepreneur – Shashank Modhia

Product – Dialysis service provider- 2-3 bed dialysis service center in small cities and districts.

Offer – INR 1 Cr for 3% equity

Valuation – INR 33.33 Cr.

Pitch and negotiation – Mr. Shashank is already making money through the business. Although, the business presented was not unique as there are other players in the market that provide similar kinds of services. They are also developing an in-house management system to manage all the centers they will open in the future. Ashneer offers to invest INR 25 lakhs for 1% equity and INR 75 Lakhs @ 12% interest. Namita offered INR 1 Cr for 10% and Aman joined her in this offer. Shashank gave a counter of 4% for the same amount.

Final Deal – INR 1 Cr for 6% equity by Namita and Aman

36. Morriko Pure Foods Pvt. Ltd.

Entrepreneurs – Tanmay Shah, Bipin Shah and Kalyani Shah

Product – Solar dried health and nutrition fruits.

Offer – INR 1 Cr. for 3% equity

Valuation – INR 33.33 Cr.

Pitch and negotiation – The vision of the company is good. The whole pitch went really well. They were substituting the imported material and had plans for increasing the sales as well. So Ashneer, Anupam, Peyush, and Aman together offered to invest INR 1 Cr for 25% equity. The team gave a counteroffer of 8% for the same amount.

Final Deal – No deal

If you want to start a business or a side hustle but are clueless about the field in which you should start it, then [click here](#).

37. Good Good Piggy

Entrepreneur – Purva Aggarwal

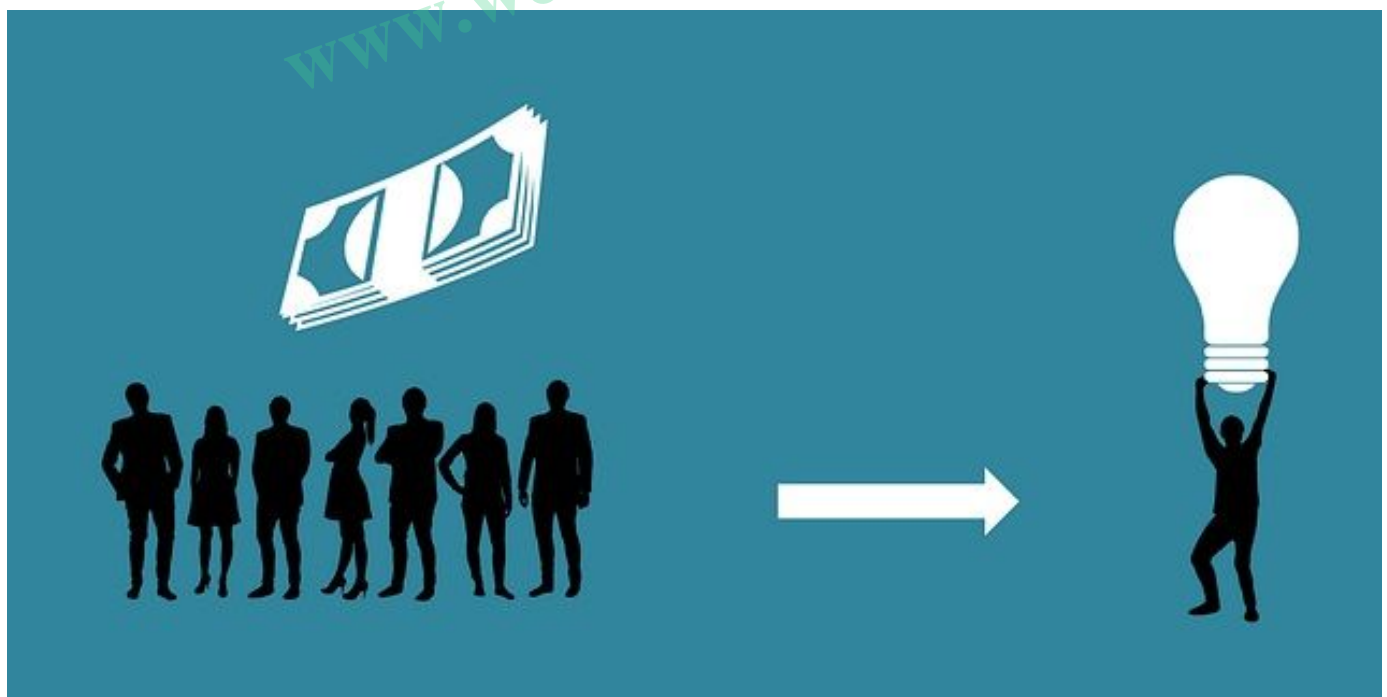
Product – Fintech app for parents to develop good money management habits for parents and children.

Offer – INR 45 Lakhs for 5% equity

Valuation – INR 9 Cr.

Pitch and negotiation – Purva claimed it to be India's first fintech app but sharks didn't agree to it and named two companies Fampay and Junio with the same products and better interface. Also, Purva was not able to answer the queries of the sharks in an understandable manner. Hence, no shark offered to invest in the business.

Final Deal – No offers



38. Hammer Lifestyle

Entrepreneur – Rohit Nandwani

Product – Bluetooth headphones, electric toothbrush, etc.

Offer – INR 30 Lakhs for 3%

Valuation – INR 10 Cr.

Pitch and negotiation – The company is dealing in many different kinds of products which the sharks thought to be too much for a new company. Also, the team was a little intimidated by the presence of Aman Gupta. Aman offered to buy the company for INR 1 Cr. Anupam and Ashneer offered to give INR 1 Cr. for 25% equity. But Rohit on the offer of Aman agreed to leave the audio business due to which Anupam opted out of the offer but Ashneer stayed in the offer with INR 1 Cr. for 25% equity. Mr. Rohit was looking for a deal from Aman due to which he was ready to sell his company, which offended the other sharks.

Final Deal – INR 1 Cr for 40% by Aman



Aman Gupta – Co-Founder & CMO of boAt

39. Coco Fit

Entrepreneur – Sasi kanth, Sunil Kumar and Pawan Kumar

Product – Franchisee business

Offer – INR 5 for 5% equity

Valuation – INR 100

Pitch and negotiation – They do not have any product. They simply sell franchisees. But if the franchisee does not earn any money then this can lead to problems at a very big level. Due to this Ashneer and Peyush did not offer to invest.

Final Deal – INR 5 for 5% equity by Aman, Namita, and Anupam

40. Bamboo India

Entrepreneur – Ashwini and Yogesh

Product – Bamboo toothbrush

Offer – INR 80 Lakhs for 4% equity

Valuation – INR 20 Cr.

Pitch and negotiation – The product quality was good. The business was also running at a good pace and hence, they got offers from Aman with (INR 80 Lakhs for 20%) and Anupam with Ashneer (INR 40 Lakhs for 8% equity and INR 40 Lakhs debt). The team gave a counter of INR 50 Lakhs for 3% equity and INR 30 lakhs debt.

Final Deal – INR 50 Lakhs for 3.5% equity and 30 lakhs debt by Anupam and Ashneer

41. Flying Fur

Entrepreneurs – Jessica Madan, Akshay Gupta, and Vaibhav Khanna

Product – Pet grooming mobile facility.

Offer – INR 75 Lakhs for 7% equity

Valuation – INR 10.71 Cr

Pitch and negotiation – Shark were skeptical about investing in the business because there were questions about the scalability and need of the business. Ashneer suggested becoming a one-stop solution for pets that is not only into grooming for the pets. No shark offered to invest.

Final Deal – No offer

42. Beyond water

Entrepreneurs – Devang Singhania and Shachi Singhania

Product – Water taste enhancer

Offer – INR 75 Lakhs for 4% equity

Valuation – INR 18.75 Cr.

Pitch and negotiation – The product was good in taste. The cocktail product that they were going to launch would open new bigger markets. Namita and Aman together offered to invest INR 50 Lakhs for 20% equity and INR 25 lakhs @ 12% interest which they changed to INR 75 Lakhs for 20% equity. The team gave a counter of 10% equity for the same amount.

Final Deal – INR 75 Lakhs for 15% equity by Namita and Aman

43. Let's try

Entrepreneurs – Nitin Kalra, Chitra Gupta, Neelam Kalra, and Geetanjali

Product – Healthy snacks with quality ingredients for all age groups

Offer – INR 45 Lakhs for 2% equity

Valuation – INR 22.5 Cr.

Pitch and negotiation – The product is similar to the ones available in the market. Also, the price of the product is higher than its competitors. The business was still in a very early stage. However, Anupam and Aman offered to invest INR 25 lakhs for 10% equity and INR 20 lakhs as debt but they changed their offer to INR 45 lakhs for 15% equity. The team gave a counter of 10% equity for the same amount.

Final Deal – INR 45 lakhs for 12% equity by Anupam and Ashneer



Ashneer Grover – Co-Founder of BharatPe

44. Find your kicks India

Entrepreneur – Harshdeep Singh, Simardeep Singh, and Danish Chawla

Product – Reseller aggregated platform where you can sell or buy your sneakers

Offer – INR 50 lakhs for 10% equity.

Valuation – INR 5 Cr.

Pitch and negotiation – The market they are targeting is an upcoming market that is gaining popularity. Sharks liked the market and the business so they all offered to invest INR 50 lakhs for 30% equity together. The team offered a counter of 20% equity for the same amount.

Final Deal – INR 50 lakhs for 25% equity by Ashneer, Aman, Namita, Anupam, and Peyush

45. AAS Vidyalaya

Entrepreneur – Vikas Kakwani and Leena Kakwani

Product – AAS Vidyalaya: Anytime Anywhere School which is an education café.

Offer – INR 1.5 Cr. for 3% equity

Valuation – INR 50 Cr.

Pitch and negotiation – The concept of the business was very good. The target market was big. The team had clarity about business and the marketplace. They were confident about their business due to which they were able to get offers from the sharks. Ashneer, Peyush, and Namita together offered to invest INR 1.5 Cr. but for 15% equity. The team offered a counter of 7.5% for the same amount.

Final Deal – INR 1.5 Cr 15% equity by Ashneer, Peyush, and Namita

46. Outbox

Entrepreneur – Kaushal Modi and Sukriti Agarwal

Product – Premium surprise planning company

Offer – INR 50 lakh for 5% equity

Valuation – INR 10 Cr.

Pitch and negotiation – The sharks raise questions over the scalability of the business. Also, the logo of the company was not in line with what the company was doing. The website also was very basic. Due to these reasons, no shark offered to invest in the business.

Final Deal – No offers

47. Road Bounce

Entrepreneur – Ranjeet Deshmukh

Product – They make road maps to mark the potholes or breakers on the road.

Offer – INR 80 Lakhs for 10% equity

Valuation – INR 8 Cr.

Pitch and negotiation – This kind of business is majorly for the government. Also, according to sharks, Ola is also doing the same thing, and that too without money. Aman believed that the problem of potholes is not too big to be solved by this. Basically, Mr. Ranjeet was not able to make the sharks understand the revenue model. But Peyush still offered to invest (INR 80 Lakhs for 20% equity) for the technology they were using.

Final Deal – INR 80 Lakhs for 20% equity by Peyush.



Peyush Bansal – Founder & CEO of Lenskart.com

48. Mommy's Kitchen

Entrepreneur – Vikas Kanoi, Pratibha Kanoi and Visshaal Kanoi

Product – Freshly baked, thin-crust vegetarian pizza.

Offer – INR 90 Lakhs for 3% equity.

Valuation – INR 30 Cr.

Pitch and negotiation – The business was not present on Zomato or Swiggy and the team was not able to give a proper reason for this. They were basically involving all of the family members and operating in their comfort. No sharks offered to invest because it was too early to invest in the company.

Final Deal – No offers

49. Dandera Technology Pvt. Ltd.

Entrepreneurs – Kanav Manchanda and Kshitij Bajaj

Product – Otua: Electric anti-tilt 3 wheeler

Offer – INR 1 Cr for 1% equity.

Valuation – INR 100 Cr.

Pitch and negotiation – The product was good and the team had superb knowledge about the market and the business. Although the company had already diluted their 49% equity to other investors, Ashneer offered to invest INR 1 Cr. for 5% equity and he was ready to pay another INR 30 Cr. after 3 months and asked the team to remove the previous investor. The team gave a counter of INR 0 for 1% equity and 1 Cr. on the line of credit for 6%.

Final Deal – INR 1 Lakh for 1% equity and INR 99 lakh debt @ 12% by Ashneer

50. Anthyesti Funeral services

Entrepreneur – Shruti Reddy

Product – One step solution for all funeral services

Offer – INR 50 Lakhs for 2% equity.

Valuation – INR 20 Cr.

Pitch and negotiation – The need of the business was in question since the beginning of the pitch. During the hard times of someone's death in the family, relatives come up for help and hence this business is not filling in any gap. Hence, no shark offered to invest in the company.

Final Deal – No offers

51. Ethik

Entrepreneurs – Pankaj Khabiya and Bharat Ranka

Product – Premium non-leather brand with products that look like leather products

Offer – INR 15 lakhs for 5% equity

Valuation – INR 3 Cr.

Pitch and negotiation – The company has not generated significant revenue in the past 10 yrs. They were making the business of just INR 1 Lakh/month which is very less as compared to a normal leather products store. The products were over-priced and the team has not done any significant market in the past 10 yrs. Therefore, no shark offered to invest.

Final Deal – No offers

So, readers, this was Part-2 of the list of Indian 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 lot of businesses. Follow us on Instagram ([wealth_drift](#)) for valuable and easy-to-implement tips on personal finance.

Category

1. General

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