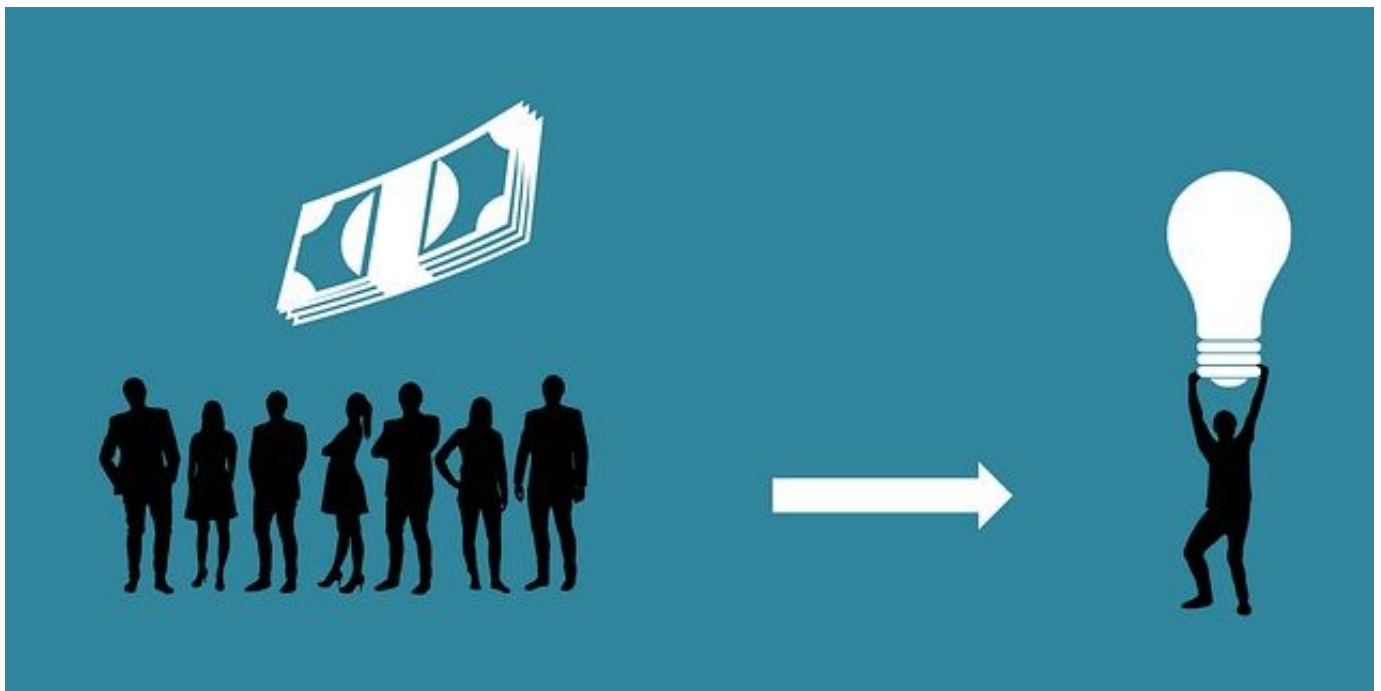


Shark Tank India – Companies with its products: P3 (11 mins read)

Description

Hello, Readers! This is part-3 of our series of posts about Shark Tank India business with their deals from the sharks. Shark tank India is the Indian franchisee of the international show 'Shark Tank'. The first season was a superhit and has successfully inspired a lot of people in their entrepreneurial journey.

36 episodes of Shark tank India were 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-3 of the 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 the deal they got from sharks in Shark Tank India.



52. Brainwired

Entrepreneurs – Romeo P Jerard and Sreeshankar S Nair

Product – WeStock- A device fixed on the ears of livestock to monitor their health through an app.

Offer – INR 50 lakh for 5% equity

Valuation – INR 10 Cr.

Pitch and negotiation – The product and the vision of the company were appreciated by the sharks. The team was clear about every aspect of the business. This made sharks offer for investment. Aman, Ashneer, and Namita together offered to invest INR 50 lakhs for 9% equity. Peyush also offered the same deal. The team gave a counteroffer of INR 75 lakh for 10% with Aman, Ashneer, Namita, and Peyush.

Final Deal – INR 60 lakhs for 10% equity by Aman, Ashneer, Namita, and Peyush.

53. Keto India

Entrepreneurs – Sahil Pruthi

Product – Personalised nutrition and supplementation.

Offer – INR 1.5 Cr. for 1.25% equity

Valuation – INR 120 Cr.

Pitch and negotiation – Questions were raised on the valuation of the company and the pricing of the subscription which he tried to justify by telling about other investors' interest in the business. But all the sharks from the shark tank except Anupam showed interest in the business and offered to invest together. They offered INR 1.6 Cr for 16% equity.

Final Deal – No deal

54. Magic Lock

Entrepreneurs – Tejas Shah, Zubin Bhatt and Dhananjay Bhatt

Product – Lock that will prevent gas leakage from LPG cylinders.

Offer – INR 1.2 Cr for 8% equity.

Valuation – INR 15 Cr.

Pitch and negotiation – The business was more of a government concentrated rather than customer

concentrated. Putting a lock in an LPG cylinder could create doubt inside the head of the user about safety. Hence, no shark offered to invest in the business.

Final Deal – No offers

55. The State Plate

Entrepreneurs – Muskan Sancheti and Raghav Jhawar

Product – An e-commerce website that delivers famous dishes (packaged segment) of all states across the country.

Offer – INR 65 Lakhs for 2% equity

Valuation – INR 32.5 Cr.

Pitch and negotiation – The valuation of the company was high as compared to the business they generated since its inception. The industry was competitive. But Peyush offered to invest INR 20 lakh for 3% equity and INR 45 Lakh as debt. The team gave a counteroffer of 20 lakhs 1.5% equity or INR 40 Lakhs for 3% equity and the rest of the amount as debt.

Final Deal – INR 40 lakhs for 3% by Peyush.



Peyush Bansal – Founder & CEO of Lenskart.com

56. [Bakarmax](#)

Entrepreneurs – Sumit Kumar

Product – Webcomic and animation studio

Offer – INR 35 lakhs for 5% equity

Valuation – INR 7 Cr.

Pitch and negotiation – The pitch included a piece of content from their comics that failed to impress the sharks. The website traffic was very low and the revenue from the comics was negligible. Hence no shark offered to invest.

Final Deal – No offers.

57. [Get-a-whey](#)

Entrepreneurs – Jimmy Shah and Jash Shah

Product – Ice cream with 4 times protein in 12 different flavors.

Offer – INR 1 Cr. for 8% equity.

Valuation – INR 12.5 Cr.

Pitch and negotiation – The product i.e. the ice cream was good in taste. The business volume generated so far was also high. They were the only company that was making keto-friendly ice-creams. They had also done a good amount of work on the business. Vineeta was the first to offer INR 1 Cr for 15% equity followed by Ashneer with Aman giving the same amount for 12% equity. All three then revised the offer and came together for 15% for the same amount. The team gave a counteroffer of 1.5 Cr for 15% equity or 1 Cr for 12% equity.

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

Read our [Part-1](#) and [Part-2](#) of this series to know about the other business and the shocking deals they got from the Shark Tank India judges.

58. [SID07 Design](#)

Entrepreneurs – Siddharth Gupta

Product – Different inventions to solve daily problems

Offer – INR 47 lakhs for 10% equity

Valuation – INR 4.7 Cr.

Pitch and negotiation – Siddharth was making too many different products that were already there in the market. Also, the sales he had generated so far were also very less. There was no well-defined good product in his inventions. But, Peyush offered to invest INR 25 Lakhs for 75% equity and INR 22 lakh as debt on the condition that Siddharth will work on the problem given by Peyush.

Final Deal – INR 25 Lakhs for 75% equity and INR 22 lakh as debt by Peyush

59. The Quirky Naari

Entrepreneurs – Malvica Saxena

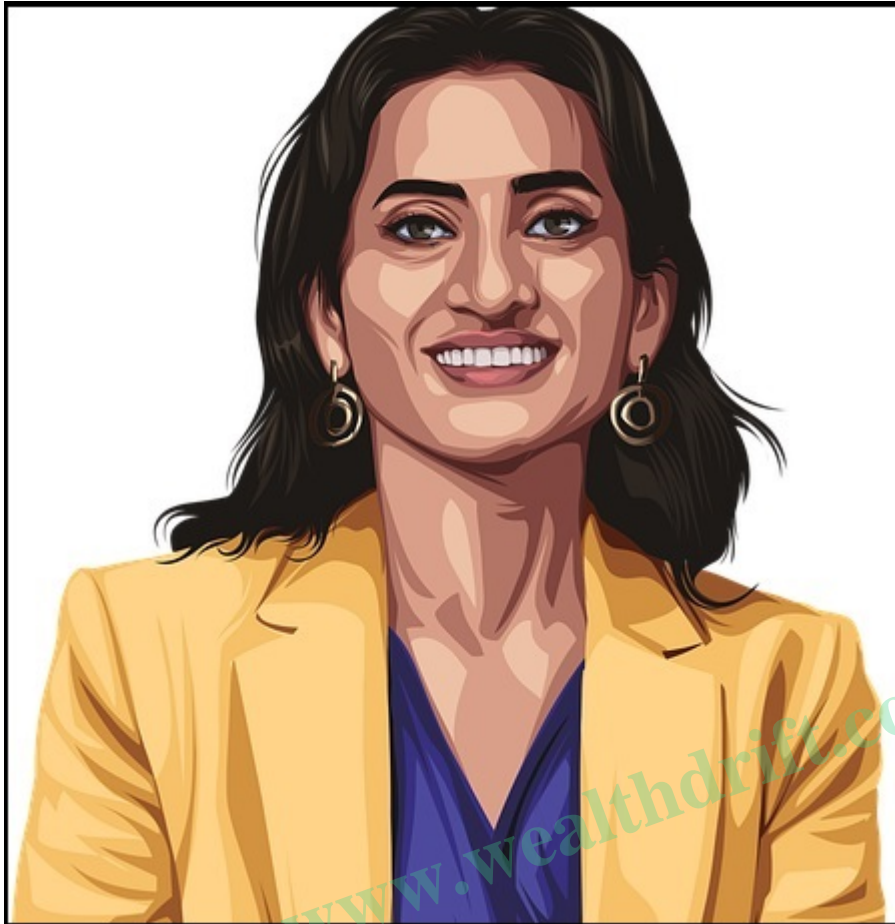
Product – Lifestyle and Apparel brand that offers personalized and sustainable fashion.

Offer – INR 35 Lakhs for 5% equity.

Valuation – INR 7 Cr.

Pitch and negotiation – The Sharks loved the shoes presented by Malvica but other products were not so appealing. The company was focusing on too many things at an early stage. However, Vineeta and Anupam offered to invest INR 20 lakh for 20% equity and INR 15 Lakh as debt which they revised to INR 35 Lakh for 25% equity. Malvica gave a counteroffer of 20% equity for the same amount.

Final Deal – INR 35 lakhs for 24% equity by Vineeta and Anupam.



Vineeta Singh – CEO & Co-Founder of SUGAR Cosmetics

60. Hair Originals

Entrepreneurs – Piyush Wadhwani, Jitendra Sharma, and Ashish Tiwari.

Product – Permanent/temporary hair extensions, wigs manufacturing, and supply to customers.

Offer – INR 60 lakhs for 2% equity.

Valuation – INR 30 Cr.

Pitch and negotiation – The margin in the product was very good. The business generated so far was also high and the sales were appreciable. The logo of the company was generic which can be challenged. Aman with Vineeta offered to invest INR 60 lakhs for 6% equity. Ashneer, Peyush, and Aman together came up with another offer of 5% equity for the same amount. The team gave a counteroffer of 4% equity for the same amount.

Final Deal – INR 60 Lakhs for 4% equity by Vineeta and Aman.

61. Essential Happy Marketing

Entrepreneurs – Aditi Talwar Sodhi

Product – Poo De Cologne- A spray that arrests the bad-smelling gases in the water of the toilet.

Offer – INR 75 Lakhs for 5% equity.

Valuation – INR 15 Cr.

Pitch and negotiation – The use of the product demands behavioral change which is very difficult to do especially in India. The product was inspired by a similar product in the US. It is not necessary that if some product is doing good in the US then it will do good in India as well. The company was too early to invest in. No shark offered to invest in the company.

Final Deal – No offers.

62. Falhari

Entrepreneurs – Dhruv Soni, Rahul Shankar Bhardwaj, and Gulshan Sharma

Product – Fruits at the doorstep in customized form.

Offer – INR 50 lakhs for 2% equity.

Valuation – INR 25 Cr.

Pitch and negotiation – The team was initially not able to make the sharks understand their business model. The CEO could not clearly describe their product and their revenue. But after Dhruv Soni explained it all, Vineeta offered INR 50 lakhs for 8% equity. After the offer, the team stated their equity structure which was very non-uniform.

Final Deal – No deal

63. Namhya Foods

Entrepreneurs – Ridhima Arora

Product – Ayurvedic preventive healthcare that sells tea blends, breakfast cereals, etc.

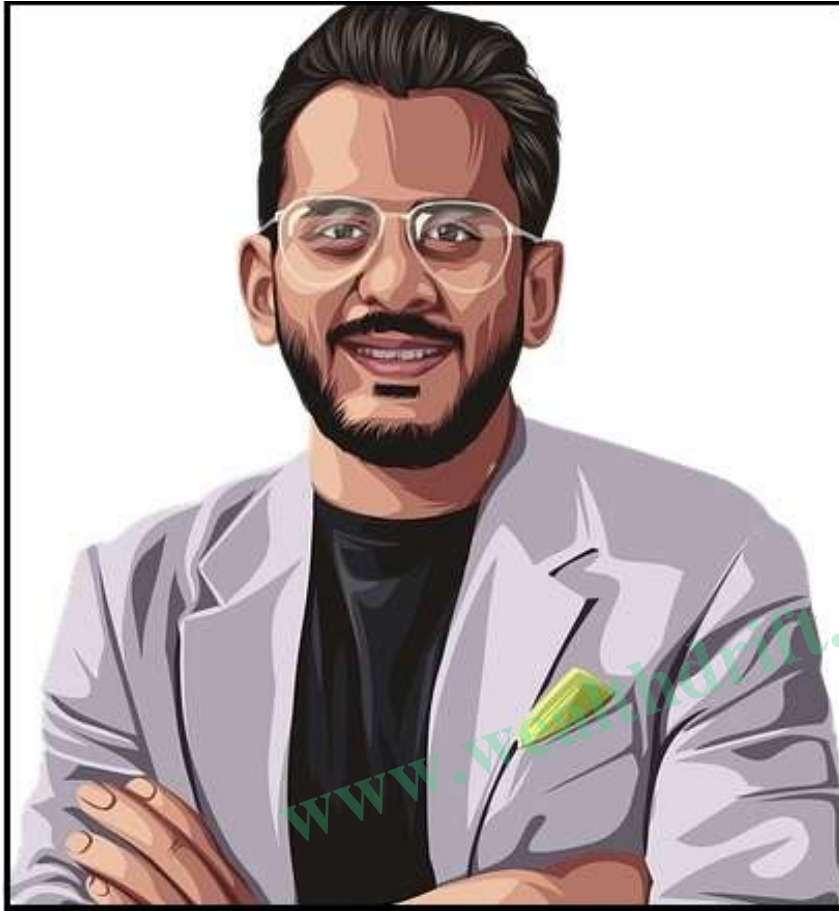
Offer – INR 1 Cr for 5% equity.

Valuation – INR 20 Cr

Pitch and negotiation – Ridhima was very knowledgeable about the product and the market she was operating in. The medicinal benefits claimed by the company were very big but since it was an Ayurvedic brand they couldn't prove it scientifically. However, Vineeta and Anupam together offered INR 50 Lakhs for 30% equity and INR 50 Lakhs as debt. Aman also offered INR 50 Lakhs but for 15% equity and the rest of the INR 50 Lakhs as debt. Ridhima gave a counteroffer of 7% equity for the

same amount.

Final Deal – INR 50 Lakhs for 10% equity + INR 50 Lakhs debt by Aman.



Aman Gupta – Co-Founder & CMO of boAT

64. Urban Monkey

Entrepreneurs – Yash Gangwal

Product – Streetwear company

Offer – INR 1 Cr for 1% equity.

Valuation – INR 100 Cr.

Pitch and negotiation – The sales were good in the last two years. The Company was focusing on too many products in its initial years of business. Peyush offered to invest INR 5 Cr for 50% equity on the condition that the company only focuses on Caps and eye wears. Ashneer and Aman together offered to invest INR 1 Cr for 10% equity. Peyush agreed to match their offer as well. However, Yash gave a counteroffer of 1.33% equity for the same amount which he increased to 1.55% equity.

Final Deal – No deal

65. Guardian Gears

Entrepreneurs – Tasneen Badri and Ismail Badri

Product – Tank bags, Tail bags, Saddlebags tank pouches, etc. for bikes

Offer – INR 30 lakhs for 5% equity

Valuation – INR 6 Cr.

Pitch and negotiation – The quality was very good on the pricing they had set for the product. But, the market they were operating in was very niche. Also, the logo of the company was also making the market very limited because the logo resembled the Harley Davidson logo. There were questions about the scalability and growth of the business. However, Anupam, Vineeta, and Peyush together offered INR 30 Lakhs for 30% equity on the condition that they will shut their offline store and change the logo. The team gave a counteroffer of 15% for the same amount.

Final Deal – No deal.

Read our post to know about the fields in which you can [start a business or a side hustle in Covid 19](#).

66. Modern Myth

Entrepreneurs – Oshima Hans and Saurabh Tokas

Product – 140 design of bags

Offer – INR 75 Lakhs for 5% equity

Valuation – INR 15 Cr.

Pitch and negotiation – The USP of their business as they told was designs but designs were very easy to copy. The product market was very competitive and the strategy to face such a market was not clear in the team's mind. Hence, no shark offered to invest.

Final Deal – No offers

68. The Sass Bar

Entrepreneurs – Rishika Nayak Shetty

Product – Dessert Soap & Personalized Gifting.

Offer – INR 40 lakhs for 8% equity

Valuation – INR 5 Cr.

Pitch and negotiation – Rishika was making things difficult for her by trying too many things at such an early stage in the business. She was not clear about the direction she wants to take her business in the long run. However, Ghazal and Anupam offered to invest INR 40 lakhs for 40% equity on the condition that she has to move the brand towards bathing needs for kids to old-age people with packaging as USP. Rishika gave a counteroffer of 30% equity for the same amount.

Final Deal – INR 50 lakhs for 35% equity by Anupam and Ghazal Alagh.



Ghazal Alagh – Co-Founder & CIO of Mamaearth

69. KG Agrotech

Entrepreneurs – Kamlesh Nanasahe Ghumare

Product – Equipment for spraying pesticides on farmland.

Offer – INR 30 Lakhs 10% equity.

Valuation – INR 3 Cr.

Pitch and negotiation – The company had not done any business yet. The product could be copied

because the patent had not been done yet. But the product was related to a social cause hence Peyush offered to invest INR 10 Lakh 40% + INR 20 Lakhs @ 0% interest and 10% equity for his friend Naru.

Final Deal – INR 10 Lakh 40% + INR 20 Lakhs @ 0% interest by Peyush

70. Nuskha Kitchen

Entrepreneurs – Alpana Tiwari and Viral Tiwari

Product – 50 days after child delivery course.

Offer – INR 20 lakhs for 10% equity.

Valuation – INR 2 Cr.

Pitch and negotiation – The Company had not done much business till now. The business was too early to invest in right now and the concept could be copied. Therefore, no sharks offered to invest.

Final Deal – No offers

71. Paws India

Entrepreneurs – Priyam Singh

Product – Pet Product Development Company and a marketplace for pet products.

Offer – INR 50 lakhs for 4% equity

Valuation – INR 12.5 Cr.

Pitch and negotiation – The Company was trying too many things and its strategy was also scattered. However, Priyam was knowledgeable about the business and was a good entrepreneur, therefore, Anupam offered to invest INR 50 lakhs for 15% equity on the condition that Priyam would focus on a single strategy and Anupam would meet the Co-founder.

Final Deal – INR 50 lakhs for 15% equity by Anupam.

72. Sunfox Technologies Pvt. Ltd.

Entrepreneurs – Saurabh Badola, Rajat Jain, Nitin Chandola, and Sabit Rawa

Product – Spandan: Pocket size ECG device that can be connected to a smartphone.

Offer – INR 1 Cr for 2% equity

Valuation – INR 50 Cr.

Pitch and negotiation – The product was very good and there were no similar products in the market. The pricing was also good. All the sharks offered to invest INR 1 Cr for 6% equity.

Final Deal – INR 1 Cr for 6% equity by Anupam, Ghazal, Vineeta, Namita, and Peyush.



Namita Thapar – Executive Director at Emcure Pharma

73. Alpino Health foods

Entrepreneurs – Priyam Vohra, Umesh Gajera, Chetan Kanani and Mahatava Sheta

Product – Peanut butter, Muesli, Peanut butter powder, Green tea, and Healthy foods

Offer – INR 1.5 Cr for 2% equity

Valuation – INR 75 Cr

Pitch and negotiation – The team did not define the CEO of the company. But leaving this thing, everything was good about their business. Hence sharks were interested to invest. Vineeta offered to invest 1.5 Cr for 10% equity followed by Peyush and Anupam together for 9% equity with the same amount. The team gave a counter of 2.5% equity for the same amount. The sharks gave another

counteroffer of INR 1.5 Cr for 8% equity by Vineeta, Namita, Peyush, and Anupam together.

Final Deal – No deal.

74. ISAK Fragrances

Entrepreneurs – Vidushi Vijayvergia

Product – Unisex artisanal perfumes and itars.

Offer – INR 50 lakhs for 8% equity

Valuation – INR 6.25 Cr

Pitch and negotiation – The perfumes and itars of this brand were very expensive. The margin on the product was good which led to high prices but it also led to low sales. The company was too early to invest. Also, Vidushi's business acumen was not on point to make the brand big hence Peyush offered to invest INR 50 lakhs but for 50% equity. Vidushi gave a counteroffer of 30% equity for the same amount.

Final Deal – INR 50 lakhs for 50% equity by Peyush.

75. Julaa Automation

Entrepreneurs – Rameshkumar Patel, Chandrakanth Bhai Patel, and Jay Umretiya

Product – Automatic cradle with different features like a fan, light, weighing scale, etc.

Offer – INR 50 lakhs for 10% equity

Valuation – INR 5 Cr.

Pitch and negotiation – The cradle (jhula) prepared by the company had so many extra features that made the product really expensive. Some of the features were not even necessary in the product. Hence, it would be difficult to make business with this product. Peyush suggested the team sell the idea to the company that makes the cradles or have a royalty agreement with them to make money. No shark offered to invest.

Final Deal – No offers.



Ashneer Grover – Co-Founder of BharatPe

76. Rare Planet

Entrepreneurs – Vijay Kumar and Ranodeep Saha

Product – Kulhad that are microwave safe, dishwasher proof, and has designs that won't get removed on washing.

Offer – INR 65 lakhs for 1% equity.

Valuation – INR 65 Cr.

Pitch and negotiation – The product quality and the design was top-notch. They had done good business and were already doing a business of INR 1 Cr. per month. But they were dependent on airports for their sales which according to sharks were not for the long term. No sharks other than Namita, wanted the company to get success in the retail malls before asking for investment. Namita was interested in the business and offered INR 65 lakhs for 5% equity. The team gave a counteroffer of INR 2 Cr. for 5% equity or INR 65 lakhs for 3% equity.

Final Deal – INR 65 lakhs for 3% equity by Namita.

77. Theka Coffee

Entrepreneurs – Bhupinder Madaan

Product – Coffee drink with interesting names and packaging

Offer – INR 50 Lakhs for 10% equity

Valuation – INR 5 Cr

Pitch and negotiation – The coffee tasted really well and the sales were also good before COVID. But the shelf life of the product was just 3 days which was a big drawback. Also, the company was selling coffee through a cart/kiosk right now which makes it difficult to scale. In the business of beverages, distribution was the tricky part and the company had not made any special strategy for it. Therefore, no sharks offered to invest.

Final Deal – No offers.

78. Watt Technovations

Entrepreneurs – Nihaal Singh Adarsh

Product – Cov-tech ventilation system

Offer – INR 101 for 2% equity.

Valuation – INR 5,050

Pitch and negotiation – Nihaal wanted to make a tech company that would solve people's problems through tech. The entrepreneur came here to meet the sharks and connect with them. Sharks offered to invest INR 101 for 2% equity and agreed to be his mentor.

Final Deal – INR 101 for 4% equity by Peyush, Namita, Anupam, and Ghazal.

79. Aliste Technologies

Entrepreneurs – Shreyansh, Konark, Aakarsh, Anant, Udit, and Bhavya

Product – A device that can control fans, lights, curtains, etc. from anywhere in the world to make homes smart.

Offer – INR 60 lakhs for 5% equity.

Valuation – INR 12 Cr.

Pitch and negotiation – The market in which they were operating already had big players like Google.

Making a B2C business in this segment was very difficult. The business might do well if operated on a mass scale but as of now, the business was not investable. However, just to help, Anupam offered to invest INR 10 Lakhs for 10% equity + INR 50 lakhs @ 12% interest. The team gave a counter of INR 85 lakhs for 10% equity.

Final Deal – No deal.

80. Insurance Samadhan

Entrepreneurs – Ravi Mathur, Deepak Bhuvneshwari Uniyal, and Shilpa Arora

Product – They solve issues related to health, life, and general insurance.

Offer – INR 1 Cr for 1% equity.

Valuation – INR 100 Cr.

Pitch and negotiation – The Company was trying to gain the trust of the customers by taking their fees after the issue gets resolved. But this could lead to bad debt and cash flow issues for the company when they would scale it up. The success rate was very impressive. But the valuation was very high. Vineeta offered to invest INR 1 Cr for 25% equity. Peyush offered to invest INR 1 Cr for 10% equity. The team gave a counter of 1.3% equity. Peyush then revised his offer to 5% equity for the same amount.

Final Deal – INR 1 Cr for 4% equity by Peyush.

81. Humpy A2

Entrepreneurs – Vishal Chaudhary, Malvika Gaekwad, and Jaywant Patil

Product – Authentic, native, and chemical-free food and A2 milk.

Offer – INR 75 lakhs for 4% equity.

Valuation – INR 18.75 Cr

Pitch and negotiation – The product shown to the sharks was of top quality. This Industry was large but there were already so many players in the market. But the company had done good revenue so far as they were able to do INR 2 Cr business just in a single city of Pune. Vineeta started by offering INR 50 lakhs for 10% equity + INR 25 lakhs debt @ 12% interest rate. Ghazal and Namita gave the same offers of INR 75 lakhs for 10% equity. All the three female sharks from shark tank India then combined their offers to make it INR 75 lakhs for 15% equity.

Final Deal – INR 1 Cr. for 15% equity by Vineeta, Ghazal, and Namita.

So, readers, this was Part-3 of the list of businesses that appeared on Shark Tank India and the deals they got from sharks. 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 last lot of 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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