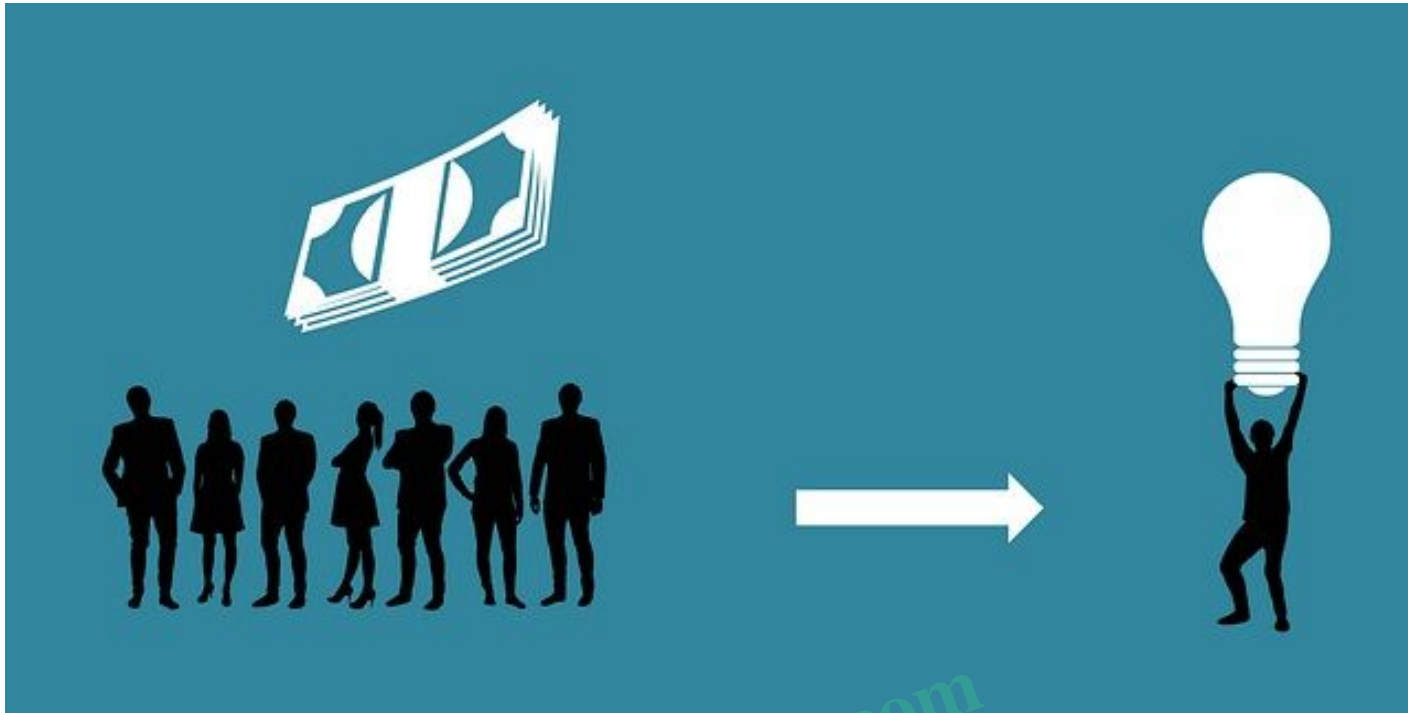


## Shark Tank India – Companies with its products: P4 (11 mins read)

### Description

Hello, Readers! This is the last part of our series of posts about Shark Tank India business with their products and the 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 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 Part-4 of the article that covers all the businesses along with their products 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.



## 82. Kunafa World

**Entrepreneurs** – Zamzeer Ahamed and Jameela Ruhi

**Product** – 15+ varieties of Kunafa which is a middle-eastern dessert.

**Offer** – INR 90 lakhs for 5% equity.

**Valuation** – INR 18 Cr.

**Pitch and negotiation** – The product was very good in taste. The company has been expanding very quickly by giving out franchises. But they were earning just INR 15-20K from a franchisee which according to sharks was not at all a good amount. But at this point, the team accepted that they are weaker in conducting a business. Also, they are serving very limited dishes in the restaurants which is a drawback as people want to have a variety of dishes in restaurants. So the business is not investable right now. Hence, no sharks offered to invest.

**Final Deal** – No offers.

## 83. Wakao Foods

**Entrepreneurs** – Sairaj Gaurish Dhond

**Product** – 100% natural meat substitute food made from Jack Fruit

**Offer** – INR 75 Lakhs for 5% equity

**Valuation** – INR 15 Cr

**Pitch and negotiation** – The sharks were very impressed by the pitch and energy of Sairaj. The vision was clear and the company has already tied up with big hotel brands. Vineeta, Namita, and Ghazal together offered to invest INR 75 lakhs for 30% equity. Peyush also gave an offer of INR 25 lakhs for 10% equity + INR 50 lakhs debt @ 12% interest rate. Sairaj gave a counter of 15% for the same amount or 20% for INR 1 Cr.

**Final Deal** – INR 75 lakhs for 21% equity by Vineeta, Ghazal, and Namita.

## 84. PDD Falcon

**Entrepreneurs** – Chirag Visaria and Sneha Visaria.

**Product** – Non-toxic, food-safe, and eco-friendly stainless steel containers.

**Offer** – INR 75 lakhs for 3% equity.

**Valuation** – INR 25 Cr.

**Pitch and negotiation** – The branding of the company was very bad as it was difficult to locate their brand name even on their products. They have done good business so far but the competition in the market can also make all their products. Also, the products lacked the coolness factor which the new generation wants. However, Ghazal offered to invest INR 30 lakhs but for 10% equity + INR 45 lakhs debt @ 12% interest rate. The team gave a counteroffer of INR 75 lakhs for 6% equity and also promised to return the whole amount if the valuation is not reached. Ghazal gave a counteroffer of INR 75 lakhs for 11% equity.

**Final Deal** – No deal.

## 85. PlayboxTV

**Entrepreneurs** – Soham Donde and Amir Mulani

**Product** – App for all the OTT platforms

**Offer** – INR 1 Cr for 3.3% equity.

**Valuation** – INR 28.57 Cr.

**Pitch and negotiation** – There are other players like JioTV or Amazon firestick which are similar to this product. The investment in this business was risky since the big players in the market can offer the same service for free just to acquire the market. But Peyush still offered to invest INR 50 lakhs for 20% equity + INR 50 lakhs debt @ 12% interest. The team was about to give a counteroffer but Peyush withdrew his offer upon knowing that Soham is the son of the investor who has a 40% stake in the company because he was against having multiple decision-makers.

**Final Deal** – No offers.

Read our [Part-1](#), [Part-2](#), and [Part-3](#) of this series to know about the other business and their products along with the shocking deals they got from the Shark Tank India judges.

## 86. [Sipline](#)

**Entrepreneurs** – Rohit Warriar

**Product** – Drinking shield to protect against cross-contamination.

**Offer** – INR 75 lakhs for 15% equity.

**Valuation** – INR 5 Cr.

**Pitch and negotiation** – Sharks very strongly rejected the product as they felt that there is no need for such product in the market. According to them, this was one of the worst products in Shark Tank India.

**Final Deal** – No offers.

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Namita Thapar – Executive Director at Emcure Pharma

## 87. Kabaddi Adda

**Entrepreneurs** – Suhail Chandhok and Arvind Sivdas

**Product** – Platform to bring kabaddi to the world through tournaments, fantasy leagues, etc.

**Offer** – INR 80 lakhs for 1% equity.

**Valuation** – INR 80 Cr.

**Pitch and negotiation** – According to Anupam, making good money will be difficult for the company. Ashneer also opted out of the investment. But, Namita offered to invest INR 80 lakhs for 5% equity. Vineeta and Namita then together have an offer of INR 80 lakhs for 6% equity. The team gave a counteroffer of INR 1.2 Cr for 5% equity.

**Final Deal** – INR 80 lakhs for 6% equity by Namita and Vineeta.

## 88. Shades of spring

**Entrepreneurs** – Nidhi Gupta and Anuj Bhagat

**Product** – Flower gifts for every occasion.

**Offer** – INR 3 Cr for 1% equity.

**Valuation** – INR 300 Cr.

**Pitch and negotiation** – The margin in their product was good and the business volume the company has generated was also appreciable. But the valuation was very high as compared to the revenue. Due to the valuation and very niche market, sharks did not offer to invest.

**Final Deal** – No offers.

## 89. Scholify

**Entrepreneurs** – Mayank Pareek

**Product** – Online platform that matches students with available scholarships

**Offer** – INR 50 lakhs for 7.5% equity.

**Valuation** – INR 6.67 Cr.

**Pitch and negotiation** – The market for this business was present and the concept was also good but Mayank was not able to convert it into a good business model. He was not able to make the sharks understand the business model. Therefore, no sharks offered to invest.

**Final Deal** – No offers

## 90. Scrapshala

**Entrepreneurs** – Shikha Shah and Madhu Shah

**Product** – Home décor, lifestyle, and gifting products made from scrap.

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

**Valuation** – INR 5 Cr.

**Pitch and negotiation** – The products were more expensive than normal products since the workdone to make the product from scrap was more. The sharks raised questions on the scalability of the business. In this business, the investment will not necessarily grow the business for sure. Hence, no shark offered to invest.

**Final Deal** – No offers.

## 91. Sabjikothi

**Entrepreneurs** – Nikky Kumar Jha and Rashmi Jha

**Product** – Storage for vegetables that will increase their shelf life by 3-30 days.

**Offer** – INR 60 lakhs for 2.5% equity.

**Valuation** – INR 24 Cr.

**Pitch and negotiation** – The product was good and there was a need for such a product in the market. But the valuation was very high at the pre-revenue stage. No sharks offered to invest. Ashneer promised to invest if they bring the same concept in a crate form in the next season.

**Final Deal** – No offers.

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Aman Gupta – Co-Founder & CMO of boAT

## 92. Ayu Rythm

**Entrepreneurs** – Sandeep Acharya, Abhilesh Gupta, and Ramanath Padmanabhan

**Product** – App that tells Ayurvedic parameters of the body (vat, pit, and kaf) through the camera.

**Offer** – INR 75 lakhs for 2% equity.

**Valuation** – INR 37.5 Cr.

**Pitch and negotiation** – The Company was still in the pre-revenue stage even after 2 rounds of investment. The valuation was also high given the company was pre-revenue. The business strategy was not clear. However, Aman was interested because his company had products that could use the algorithm of Ayu Rhythm in his watches. He offered INR 75 lakhs for 5% equity on the condition that the algorithm must be correct. The team gave a counteroffer of 2.68% equity for the same amount.

**Final Deal** – INR 75 lakhs for 2.68% equity by Aman.

## 93. Astrix Engineering Products Pvt. Ltd.



**Entrepreneur** – Kowshik Devarajan

**Product** – Smart locks for doors and wardrobes.

**Offer** – INR 75 lakhs for 3% equity.

**Valuation** – INR 25 Cr.

**Pitch and negotiation** – The locks were expensive because of so many features being included in them. However, the company had options of less expensive locks also with lesser features. But, the brand was not so popular as compared to Samsung or LG which also operate in this market. People will be inclined to buy these big brands. Hence, no shark offered to invest.

**Final Deal** – No offers.

## 94. Thea and Sid

**Entrepreneurs** – Aditi Minda and Ashwini Gadia

**Product** – 925 sterling silver and 6A grade cubic zirconia Rings.

**Offer** – INR 80 lakhs for 7% equity.

**Valuation** – INR 11.43 Cr.

**Pitch and negotiation** – The gross and net margin of their products were good. They made affordable proposal rings however on the occasion of the proposal, people prefer expensive rings. The team was a little confused as initially, their pitch was all about rings but after that, they told that they also deal in other jewelry. The team ran one more jewelry business which could make it difficult for them to grow this business. Hence, no shark offered to invest.

**Final Deal** – No offers.

## 95. Experiential Etc.

**Entrepreneurs** – Prashant Pandey and Karan Bhardwaj

**Product** – Advertising agency.

**Offer** – INR 2 Cr. for 4% equity.

**Valuation** – INR 50 Cr.

**Pitch and negotiation** – They told that they had worked with more than 150 brands but 50% of their revenue comes from Xiaomi. This showed that there was a huge dependency on one customer for their revenue. The percentage of repeat customers was also not good. According to sharks, putting in money in this kind of business won't grow, as it depended on the time they were putting in. However,

Peyush offered to invest INR 2 Cr but for 33.33% equity since he has to change a lot of things in their business to make it grow. The team gave a counteroffer of 8% equity for the same amount.

**Final Deal** – No deal.



Ghazal Alagh – Co-Founder & CIO of Mamaearth

## 96. Growfitter

**Entrepreneurs** – Sanmati Pande and Harshit Sethy

**Product** – App that gives rewards to its users for doing physical activities. They also give health insurance through this app.

**Offer** – INR 50 lakhs for 1% equity.

**Valuation** – INR 50 Cr.

**Pitch and negotiation** – Valuation was very high and they were offering just 1% equity which offended Anupam. The company was currently burning INR 15 Lakhs per month, which was also a major point against such a high valuation. Also, the app cannot give free rewards for lifelong if they remove the insurance part. But the app had 15k+ paid subscribers and a conversion rate of 8% which was considered as good. Therefore, Aman offered to invest INR 50 lakhs for 2% equity on the condition that his team will check the app and confirm the conversion rate.

**Final Deal** – INR 50 lakhs for 2% equity by Aman Gupta.

## 97. C3 Med Tech Pvt. Ltd.

**Entrepreneurs** – Alisha Nagarsheth and Yash Nagarsheth.

**Product** – Smartphone-based portable and affordable C3 vision and C3 fundus cam.

**Offer** – INR 35 lakhs for 6% equity.

**Valuation** – INR 5.83 Cr.

**Pitch and negotiation** – The product had a big market and was also targeting the problem of non-portable and expensive ophthalmic devices. But sharks think that this business would require a much larger amount of money to make it grow. But Peyush offered to invest INR 35 lakhs but for 33.33% equity because there was still a lot of work that has to be done in the business. The team gave a counteroffer of 20% equity for the same amount.

**Final Deal** – No deal

## 98. CMM – Colour Me Mad

**Entrepreneurs** – Trishla Surana and Rajeev

**Product** – Foot Tech Company that makes world-class orthopedic footwear and insoles.

**Offer** – INR 40 lakhs for 10% equity.

**Valuation** – INR 4 Cr.

**Pitch and negotiation** – The problem that they were trying to solve was a problem that comes at the last priority because of the lack of awareness. Even big brands were not focusing on it. Also, they were making customizable insoles which would have made scalability very difficult. Sharks advised them to go for standardized and personalized insoles and leave the footwear business. The sales were also very less. However, Namita was interested to invest and hence, offered INR 40 lakhs for 25% equity. The team gave a counteroffer of 20% equity for the same amount.

**Final Deal** – INR 40 lakhs for 25% equity by Namita.

## 99. MAVI's

**Entrepreneurs** – Meenakshi Bhanj and Vikram Mittal

**Product** – Fermented food and beverage

**Offer** – INR 40 Lakhs for 5% equity.

**Valuation** – INR 8 Cr.

**Pitch and negotiation** – The drinks that the company was offering will require customers to develop a taste for them and doing this with a high-priced product was a very difficult task in the Indian market. This will lead to small market size and will hamper the growth of the business. Also, the shelf life of their drinks was just two months which was very less for beverages. Therefore, no sharks offered to invest in the business.

**Final Deal** – No offers.

## 100. Tweek labs

**Entrepreneurs** – Anant Sharma, Ayush Kushwaha, Shwetank Shrey, and Aman Parnami

**Product** – Smart wearable to copy movements of athletes in 3D.

**Offer** – INR 40 lakhs for 2% equity

**Valuation** – INR 20 Cr

**Pitch and negotiation** – The product was expensive which would have hampered the scalability of the business. In the rental model, it would have become a hygiene issue to share the same bodysuit. The business was in a very early stage and the valuation was also very high compared to the revenue. But since the product was good, Ashneer, Anupam, and Peyush together offered INR 60 lakhs for 12% equity. The team gave a counteroffer of 6% which they later increased to 8% equity for the same amount

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



Ashneer Grover – Co-Founder of BharatPe

## 101. Proxgy

**Entrepreneurs** – Pulkit Ahuja and Inderjit Singh Makkar.

**Product** – Caps and other headwear with camera and voice box inbuilt.

**Offer** – INR 35 lakhs for 1% equity.

**Valuation** – INR 35 Cr.

**Pitch and negotiation** – Ashneer told them so many uses of their product but the team themselves was confused about the strategy to spread the product because they have added so many features in the product. Products' tech was good which attracted offers from the famous sharks of shark tank i.e. Ashneer and Peyush. They together offered INR 50 lakhs for 10% equity. The team gave a counteroffer of 2.5% for the same amount. Sharks then offered INR 1 Cr for 10% equity.

**Final Deal** – INR 1 Cr for 10% equity by Peyush and Ashneer.

## 102. Shrawani Engineers

**Entrepreneurs** – Baldev Jumnani and Jayeshree Jumnani

**Product** – Navel Sakru and Navel fukai

**Offer** – INR 10 Lakhs for 20% equity

**Valuation** – INR 50 Lakhs

**Pitch and negotiation** – There was no need for such a product in the market. The company was making a big claim about transforming a body part permanently but the company lacked certification to back this claim. Hence, no shark offered to invest.

**Final Deal** – No offers

### 103. Twee in One

**Entrepreneurs** – Niti Singhal

**Product** – Reversible and convertible clothing

**Offer** – INR 30 lakhs 7.5%

**Valuation** – INR 4 Cr.

**Pitch and negotiation** – The products of the company were expensive which will hamper the scalability of the business. Also, such products have been present in the market for a very long time but still, this industry is not scaling because it is very difficult to make fashion and utility go together. Hence, no shark offered to invest.

**Final Deal** – No offers.

### 104. Green Protein

**Entrepreneurs** – Madhvi Datwani and Satish Datwani (companion and not the co-founder)

**Product** – 100% plant-based protein in 6 fruits and 3 smoothie flavors.

**Offer** – INR 60 Lakhs for 2% equity.

**Valuation** – INR 30 Cr.

**Pitch and negotiation** – The company had three founders, out of which only one came which gave the impression that the company lacked in hunger for success. The current equity structure was not clear but Madhvi had that conviction which she was able to pass on to the sharks. Hence, Vineeta, Ghazal, and Aman together gave an offer of INR 60 lakhs for 20% equity. Anupam also offered the same amount for 15% equity. The team then gave a counteroffer of 5% for the same amount.

**Final Deal** – No deal.

## 105. On2cook

**Entrepreneurs** – Sanandan Sudhir

**Product** – Twin cooking device having gas/induction and microwave.

**Offer** – INR 1 Cr for 1% equity.

**Valuation** – INR 100 Cr

**Pitch and negotiation** – The product was good and the food was also cooked properly in the time stated by Sanandan. Even after the business was in a pre-revenue state, the valuation asked was very high. Sanandan was not open to feedback and he kept interrupting the sharks during the whole presentation and Q&A session. At the start of the presentation, he said that he wants to save the time common people spend in the kitchen cooking food, but during the Q&A session, he said that he wants to sell the product to the restaurants. This gave the impression that there was a lack of clarity in the vision. Hence, no shark offered to invest.

**Final Deal** – No offers.

## 106. Jain Shikanji HBMB Food Products Pvt. Ltd.

**Entrepreneurs** – Anubhav Jain

**Product** – Shikanji and Shikanji Masala.

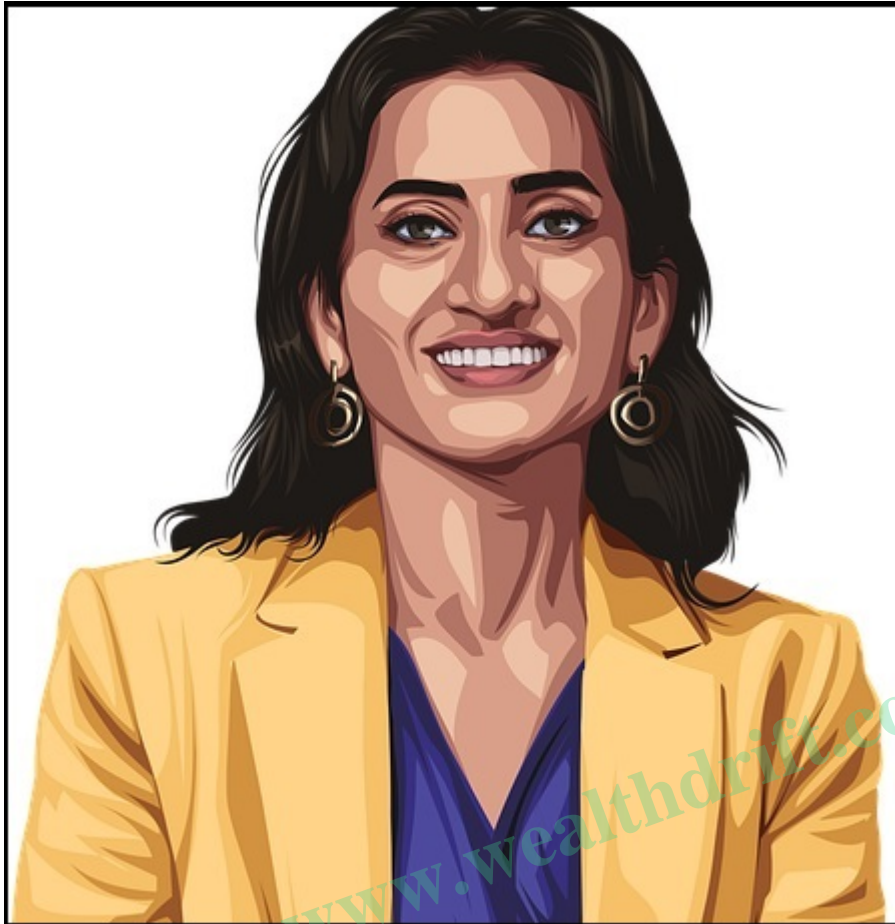
**Offer** – INR 40 lakhs for 8% equity.

**Valuation** – INR 5 Cr.

**Pitch and negotiation** – The Shikanji and the Premix product were good. Anubhav wanted to set up kiosks in different cities to expand the business but the sharks advised him to not do so. It will result in multiple copy kiosk opening which is happening in the origin city as well. Also, there was a family angle in the equity and rights of the product which was making this investment a complex and risky investment. But, Aman, Ashneer, Anupam, and Vineeta offered to invest INR 40 lakhs for 30% equity on the condition that Anubhav has to carry out all the paperwork for the rights of the paperwork.

**Final Deal** – INR 40 lakhs for 30% equity by Ashneer, Aman, Anupam, and Vineeta.





Vineeta Singh – CEO & Co-Founder of SUGAR Cosmetics

## 107. Woloo

**Entrepreneurs** – Supreet Kaur Shah, Manish Kelshikar, and Rupali Kelshikar

**Product** – App to locate washrooms.

**Offer** – INR 50 Lakhs for 4% equity.

**Valuation** – INR 12.5 Cr

**Pitch and negotiation** – The company was targeting a social problem which was a plus point but they lacked clarity about the monetization of the app. With Google in the market, this app according to the sharks will struggle. However, for the sake of the social cause, Namita offered INR 25 lakhs for 10% equity + INR 25 lakhs debt @ 12%. The team gave a counteroffer of INR 35 lakhs for 6% equity.

**Final Deal** – No deal.

## 108. Elcare



**Entrepreneurs** – Pankaj Bhai, Aashna Mutneja, and Suresh Mutneja

**Product** – Services for Senior citizens by employing ex-defense personnel.

**Offer** – INR 1 Cr for 2.5% equity.

**Valuation** – INR 40 Cr

**Pitch and negotiation** – The company was focused on solving a very genuine problem and involving ex-defense personnel for the same was a very good move. However, there were other players in the market that were offering the same services and they have built trust in the market. Also, the valuation asked by the team was very high for the revenue they were generating. Therefore, no sharks offered to invest.

**Final Deal** – No offers.

So, readers, this was the final part i.e. Part-4 of the list of businesses with their products 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. Follow us on Instagram ([wealth\\_drift](#)) for valuable and easy-to-implement tips on personal finance.

### Category

1. General

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