



## Shark Tank India Season 2: All Products P-3 (10 mins read)

### Description

Hello readers! It is time for our next article on Shark Tank India Season 2 where we will be talking about the businesses and products that appeared on the show. We will not only talk about the businesses that appeared on Shark Tank Season 2 but we will also put some light on the deals offered by judges. Let us read about the companies one by one.

### 1. Inside FPV

Entrepreneurs- Arth Chowdhary, Oshi Kumari, and Deyvant Bharadwaj.

Product- Drones.

Offer- INR 75 Lakhs for 4% equity

Valuation- INR 18.75 Cr.

Pitch and negotiation- The Company generated revenue of INR 85 lakhs in year 21-22 with a profit of 30-35%. The market will be competitive due to the commoditization of the product because of which Anupam didn't invest in the company. Peyush and Aman offered INR 50 lakhs for 20% equity and INR 25 lakhs for debt @ 0% interest rate. Amit and Namita offered INR 75 lakhs for 15% equity. The team gave a counteroffer of INR 75 lakhs for 5% equity for all 4 sharks.

Final Deal- INR 75 lakhs for 15% equity by Namita, Aman, Amit, and Peyush.

COMMODITIZE: When a product/service has become identical to the same type of offering presented by the rivals, distinguished only by price.

### 2. Angrakhaa

Entrepreneurs- Asana Riamei and Vishakha Bhaskar

Product- Size-inclusive clothing brand with the same prices for all sizes.

Offer- INR 40 lakhs for 5% equity.

Valuation- INR 8 Cr.

Pitch and negotiation- The Company generated revenue of INR 1.16 Cr in year 21-22 with a profit of 35%. The sharks had multiple issues regarding investment in this company like difficulty in scalability, exit clearance, branding, etc. Due to this no shark except Amit offered to invest. He offered INR 40 lakhs for 20% equity. The team gave a counteroffer of 15% for the same amount.

Final Deal- INR 40 lakhs for 15% equity by Amit.

### 3. Diabexy

Entrepreneurs- Lokendra Tomar and Nishu Tomar

Product- Food products with a glycemic load 80-90% less than normal food products.

Offer- INR 1.5 Cr for 1% equity

Valuation- INR 150 Cr

Pitch and negotiation- The Company generated revenue of INR 12.8 Cr in year 21-22 with a profit of INR 2.5Cr. Aman, Peyush, Namita, and Amit collectively offered INR 1.5 Cr for 20% equity. The team gave a counteroffer of 1.5% equity for the same amount.

Final Deal- No deal.

### 4. Kyari

Entrepreneurs- Abhay Sharma and Smratika Sharma

Product- Smart stick for hiking, camping, and forest workers.

Offer- INR 51 lakhs for 1% equity

Valuation- INR 51 Cr

Pitch and negotiation- The Company generated revenue of INR 1.4 Cr in year 21-22 with a profit of 30%. Namita and AMit offered INR 51 lakhs for 10% equity. Peyush, Aman, and Anupam offered the same amount for 12% equity. The team gave a counteroffer of 2% equity for the same amount. After this counteroffer Aman walked out of the deal while Namita and Amit revised their offer to 8% and Peyush and Anupam revised it to 10%. The negotiations went on further to arrive at the final deal.

Final Deal- INR 51 lakhs for 6% equity by Peyush and Anupam.

**LEAN MANUFACTURING:** Methodology that focuses on minimizing waste within the manufacturing system while simultaneously maximizing productivity.

**VERTICAL INTEGRATION:** Business strategy in which the company controls multiple stages of its production process and supply chain.



## 5. MOPP Foods

Entrepreneurs- Gaurav Gupta and Geetika Anand Gupta

Product- Parantha and Pakora brand.

Offer- INR 75 Lakhs for 2.25% equity

Valuation- INR 33.33 Cr.

Pitch and negotiation – The Company is currently generating revenue of INR 60 lakhs per month but at a burn rate of INR 3 lakhs. Namita, Aman, Anupam, and Peyush opted out of investing in this company. Amit offered 50 lakhs for 5% equity and INR 25 lakhs as debt. The team gave a counteroffer of INR 75 lakhs for 5% equity.

Final Deal- INR 75 lakhs for 5% equity by Amit.

Read [Shark Tank India Season 2 – All Businesses – P-2](#) to read about the products which appeared

earlier in this season.

## 6. Econiture

Entrepreneurs- Ashish Modak, Bhushan Boob, Madhur Rathi, and Roshan Pidiyar

Product- Furniture made of recycled plastic.

Offer- INR 50 lakhs for 8% equity.

Valuation- INR 6.25 Cr.

Pitch and negotiation- The Company generated revenue of INR 1.3 Cr in year 21-22. The business was in an early stage and there were scalability issues associated with the furniture business due to which none of the sharks offered to invest in the company.

Final Deal- No offers.

## 7. Dobiee

Entrepreneurs- Arjun Mukesh Dharamshi and Mukesh Dharamshi

Product- Confectionary brand that makes candies.

Offer- INR 72 Lakhs for 2% equity.

Valuation- INR 36 Cr.

Pitch and negotiation- The Company is currently generating monthly revenue of INR 32 lakhs with an 8-9% net margin. Peyush, Aman and Namita didn't invest in the company. Amit offered INR 40 lakhs for 5% equity and INR 32 lakhs as debt at an interest rate of 11%. Anupam offered INR 72 lakhs for 11% equity. The team gave a counteroffer of 5% equity for the same amount. The negotiations went on further and the team gave a counteroffer of 6% equity for both sharks. Anupam walked out of the deal.

Final Deal- INR 72 lakhs for 6.5% equity by Amit.

**CNF:** Clearing and Forwarding – It deals with the distribution of stock in a specific zone.

## 8. Fast Beetle

Entrepreneurs- Sheikh Samiullah and Abid Rashid

Product- Delivery Company in Jammu and Kashmir.

Offer- INR 90 Lakhs for 3% equity.

Valuation- INR 30 Cr.

Pitch and negotiation- The Company is currently generating monthly revenue of INR 25-30 lakhs per month and INR 10 lakhs per year burn. Due to scalability issues, Amit and Namita didn't invest in the company. Aman offered INR 20 lakhs for 4% equity and INR 70 lakhs debt at an interest rate of 8%. Peyush offered INR 90 lakhs for 10% equity. Anupam offered the same amount for 9% equity. Peyush and Aman then matched Anupam's offer. The team gave a counteroffer of 5% equity to Aman and Peyush together. After further negotiations, the team sealed the deal at 7.5% equity.

Final Deal- INR 90 lakhs for 7.5% equity by Aman and Peyush.

## 9. P-Flow

Entrepreneurs- Dr. Ashish Rawandale and Dr. Preeti Rawandale

Product- Disposable and portable kit to carry out uroflowmetry test.

Offer- INR 60 Lakhs for 1% equity.

Valuation- INR 60 Cr.

Pitch and negotiation- Peyush, Aman, and Anupam didn't invest in the company because of issues like complex business structure and market fitness of the product. Amit and Namita offered INR 60 lakhs for 10% equity. The team gave a counteroffer of 3% equity for the same amount. After a series of negotiations, the deal was settled at 6% equity.

Final Deal- INR 60 lakhs for 6% equity by Namita and Amit.

## 10. VS Mani and Co.

Entrepreneurs- Yashas Alur and Rahul Bajaj

Product- Filter coffee and traditional South-Indian snacks.

Offer- INR 60 Lakhs for 1.5% equity.

Valuation- INR 40 Cr.

Pitch and negotiation- The product was impressive. Anupam had already invested in this company so he walked out of the pitch. The Company is currently generating monthly revenue of INR 60 lakhs per month INR 20-25 lakhs burn. The team was overthinking on marketing and the repeat orders were lagging due to which Peyush, Amit, and Aman didn't invest in the company. Namita offered INR 15 lakhs for 1% equity and INR 45 lakhs as debt at an interest rate of 10%. The team gave a counteroffer of INR 19 lakhs for 1% equity and INR 41 lakhs as debt.

Final Deal- INR 19 lakhs for 1% equity and INR 41 lakhs as debt at an interest rate of 10% by Namita.



## 11. SEPAL

Entrepreneurs- Kashyap Addepally and Vidhey Addepally.

Product- Motorcycle canopy.

Offer- INR 50 Lakhs for 1% equity.

Valuation- INR 50 Cr.

Pitch and negotiation- The Company has generated revenue of INR 35 in the last quarter. The product was expensive (INR 10,000) due to which no shark except Peyush invested in the business. He offered INR 50 lakhs for 2% equity.

Final Deal- INR 50 lakhs for 2% equity by Peyush.

## 12. Solinas

Entrepreneurs- Bhavesh Narayani, Divanshu Kumar, Moinak Banerjee, and Linda Jasline.

Product- Water asset Management Company that provides robotic equipment for septic tank cleaning

and pipeline inspection.

Offer- INR 90 Lakhs for 2% equity.

Valuation- INR 45 Cr.

Pitch and negotiation- The Company generated revenue of INR 1.3 Cr in year 21-22. Amit and Namita offered INR 52 lakhs for 2% equity and INR 38 lakhs as debt at a 10% interest rate. Peyush and Anupam offered INR 90 lakhs for 3.35% equity. The team gave a counteroffer of INR 33 Crores valuation. On this counteroffer, Namita and Amit walked out of the deal and Peyush and Anupam offered INR 90 lakhs for 3% equity.

Final Deal- INR 90 lakhs for 3% equity by Peyush and Anupam.

### 13. Avimee Herbal

Entrepreneurs- Siddarth Agarwal, Ambika Agarwal, Radha Krishna Choudhary, Vinita Agarwal, and Vibhor Agarwal.

Product- Combination of Ayurvedic and Modern ingredients to make haircare and skincare products.

Offer- INR 2.8 Cr. for 0.5% equity.

Valuation- INR 560 Cr.

Pitch and negotiation- The Company is currently generating monthly revenue of INR 1.5 Crores per month. Due to the high valuation, Peyush, Aman, and Namita didn't invest in the company. Amit offered INR 1 Crore for 2.5% equity and INR 1.8 Crore at an interest rate of 12%. Anupam offered INR 70 lakhs for 2% equity and INR 2.1 Crore at an interest rate of 15%. The team gave a counteroffer of INR 2.8 Crore for 1.5% equity.

Final Deal- No deal.

### 14. Eyenic Eyewear

Entrepreneurs- Piyush Kalra and Sunil Chhabra.

Product- Eyewear.

Offer- INR 75 lakhs for 6% equity.

Valuation- INR 12.5 Cr.

Pitch and negotiation- The business was working on an old distribution model, without a tech founder, and had no differentiation in quality. Due to these reasons, no shark offered to invest.

Final Deal- No offers.



## 15. Ekatra

Entrepreneurs- Aishwarya Jhavar and Minakshi Jhavar.

Product- Sustainable artisanal brand that makes stationery and lifestyle products.

Offer- INR 40 lakhs for 10% equity.

Valuation- INR 4 Cr.

Pitch and negotiation- The company generated a revenue of INR 1.4 lakhs in the last quarter. With a net margin of 27%. The business was still in a very early stage due to which Aman, Namita, and Anupam didn't invest in the company. Peyush and Amit together offered INR 20 lakhs for 20% equity and INR 20 lakhs as debt.

Final Deal- INR 20 lakhs for 20% equity and INR 20 lakhs as debt by Amit and Peyush.

## 16. Raasa

Entrepreneurs- Manik Sehgal

Product- Platform that brings together street food vendors and helps them with Zomato, Swiggy, FSSAI license, etc.

Offer- INR 50 lakhs for 5% equity.

Valuation- INR 10 Cr.

Pitch and negotiation- The company was targeting to bring street food vendors which are very unregulated players. The business was yet to cross INR 1 lakh in gross merchandise value due to which all sharks except Anupam got out of investing in this company. Anupam was impressed by the gesture of Manik who kept 10% equity for the hawkers is bringing on board. Anupam offered to invest INR 50 lakhs for 25% equity with a condition that Manik will bring in a tech co-founder and give him equal equity.

Final Deal- INR 50 lakhs for 25% equity by Anupam.





## 17. NeoMotion

Entrepreneurs- Siddharth Daga, Ashish Sharma, and Swostik Dash

Product- Wheelchair- Neobolt and Neofly.

Offer- INR 1 Crore for 1% equity.

Valuation- INR 100 Cr.

Pitch and negotiation- The Company generated revenue of INR 4.7 Cr in year 21-22 with INR 30 lakhs as profit after tax. The product was expensive (INR 1.18 lakhs for both Neobolt and Neofly) Anupam and Namita offered INR 50 Lakh for 4% equity and INR 50 lakhs as debt. Anupam and Aman didn't invest in the business. Peyush offered INR 1 Crore for 5% equity on the condition that 5% of the profits will be transferred to Peyush until the whole amount becomes INR 1 Crore from which wheelchairs will be purchased and donated. Namita and Anupam then matched Peyush's offer without any condition. Peyush then revised his offer to 2.5% equity, however, the team stayed on their original ask.

Final Deal- INR 1 Crore for 1% equity on condition that 5% of the profits will be transferred to Peyush until the whole amount becomes INR 1 Crore from which wheelchairs will be purchased and donated.

## 18. Licksters

Entrepreneurs- Parimal Kalikar and Dhivya Subburaju

Product- Ice cream and popsicles with maximum fruit concentration without chemicals and artificial colors.

Offer- INR 50 lakhs for 5% equity.

Valuation- INR 10 Cr.

Pitch and negotiation- The Company generated revenue of INR 4.7 Cr in year 21-22 with a net margin of 40%. The price of their product (INR 80) was higher than the market average (INR 20). Due to the high price point, Namita and Aman didn't invest in the company. Peyush due to a conflict of interest didn't invest in the business. Due to the highly competitive market and lack of X-factor, Anupam didn't invest in the company. Amit didn't like the product but after a lot of pleading from the team, he offered INR 25 lakhs for 5% equity and INR 25 lakhs as debt.

Final Deal- INR 25 lakhs for 5% equity and INR 25 lakhs as debt by Amit Jain.

**EBITDA**– Earnings Before Interests, Taxes, Depreciation, and Amortization.

## 19. Sayonara

Entrepreneur- Sahil Shaha

Product- innovative Petticoat.

Offer- INR 1 Crore for 10% equity.

Valuation- INR 10 Cr.

Pitch and negotiation- The business was in the pre-revenue stage with a product that can be easily copied. Therefore, no shark offered to invest in the company.

Final Deal- No Offers

## 20. PMV Electric

Entrepreneur- Kalpit Patel

Product- Personal mobility vehicle

Offer- INR 1 Crore for 1% equity.

Valuation- INR 100 Cr.

Pitch and negotiation- The features of the product were good but it was too early for investment due to which Vineeta and Namita didn't invest in the company. Peyush due to a lack of expertise didn't offer to invest. Aman was not impressed by the product. Anupam offered to invest INR 60 lakhs for 4% equity and INR 40 lakhs as debt, on the condition that the company must have INR 500 Crore worth of orders by the year's end. Kalpit gave a counteroffer of INR 1 crore for 2% equity. Anupam then revised his offer to INR 1 Crore for 6.67% equity.

Final Deal- No deal

## 21. Spice Story

Entrepreneurs- Vibhor Rastogi, Soumyadeep Mukherjee and Gayatri Gogate

Product- A Chutney brand

Offer- INR 70 lakhs for 2% equity.

Valuation- INR 35 Cr.

Pitch and negotiation- The company presented one of the most liked products of Shark Tank India season 2 with judges giving them 10/10 for their product. The Company generated revenue of INR 4.1 Cr in year 21-22 but was running in loss even after 3 years with their EBITDA at -12%. Due to this Vineeta, Aman and Peyush didn't invest in the business. Anupam didn't invest in the business because the equity with the chef was only 5% and with the founders was only 55%. Namita offered to invest INR 70 lakhs for 5% equity.

Final Deal- INR 70 lakhs for 5% equity by Namita Thapar.

**ROFR-** Right of first refusal: It is a right in a contract that gives shareholders the opportunity of matching the price at which a third party has agreed to buy shares from an existing investor or founder.

## 22. Bullspree

Entrepreneurs- Divyansh Mathur, Dharmil Bavishi, and Harsh Dhanawat

Product- Gaming app to learn stock market investing

Offer- INR 75 lakhs for 1.5% equity.

Valuation- INR 50 Cr.

Pitch and negotiation- There are already big companies that are present in the same market. This company was a little late due to which Namita, Vineeta, and Anupam didn't invest in this company. Aman and Peyush offered INR 75 lakhs for 2.86% equity.

Final Deal- INR 75 lakhs for 2.86% by Peyush and Aman.



## 23. Snitch

Entrepreneur- Siddharth R Dungarwal

Product- Fast Fashion brand for men

Offer- INR 1.5 Crores 0.5% equity.

Valuation- INR 300 Cr.

Pitch and negotiation- The Company generated revenue of INR 9 Cr in the last month with a net profit of 4-5%. Siddharth was knowledgeable about the market and had clarity about future goals. The company was bootstrapped with all equity lying with Siddharth. Due to all these positive points all sharks offered to invest INR 1.5 Crores for 1.5% equity.

Final Deal- INR 1.5 Crores for 1.5% equity by all 5 sharks (Namita, Vineeta, Aman, Anupam, and Peyush).

## 24. PORTL

Entrepreneurs- Indraneel Gupta, Armaan Kandhari and Vishal Chandapeta

Product- Life-size interactive fitness mirror.

Offer- INR 1.5 Crores for 1% equity.

Valuation- INR 150 Cr.

Pitch and negotiation- The company already had 5000+ units order with a margin of 30%. Anupam offered 1.5 Crore for 5% equity. Vineeta offered INR 50 lakhs for 1% equity and INR 1 Crore at a 12% interest rate. Namita, Aman, and Peyush together offered INR 1 Crore for 2.5% equity and INR 50 lakhs as debt. The team gave a counteroffer of INR 1.5 Cr for 2.5% equity and 1 Crore debt at a 12% interest rate.

Final Deal- INR 1.5 Crores for 2.5% equity by Namita, Aman, and Peyush.

## 25. Fat to Slim

Entrepreneur- Shikha Aggarwal Sharma

Product- Weight Loss Plan

Offer- INR 20 lakhs for 1% equity.

Valuation- INR 20 Cr.

Pitch and negotiation- The sharks didn't believe in the company's claim of fat loss without any exercise. Due to this no shark offered to invest in the company.

Final Deal- No offers

So, readers, this was part-3 of the list of businesses with their products that Shark Tank India Season 2 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. 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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### Author

shvadmin