

ENTREPRENEURSHIP REPORT

2 0 2 5 - 2 0 2 6

Total Grant

75L+

Total Revenue

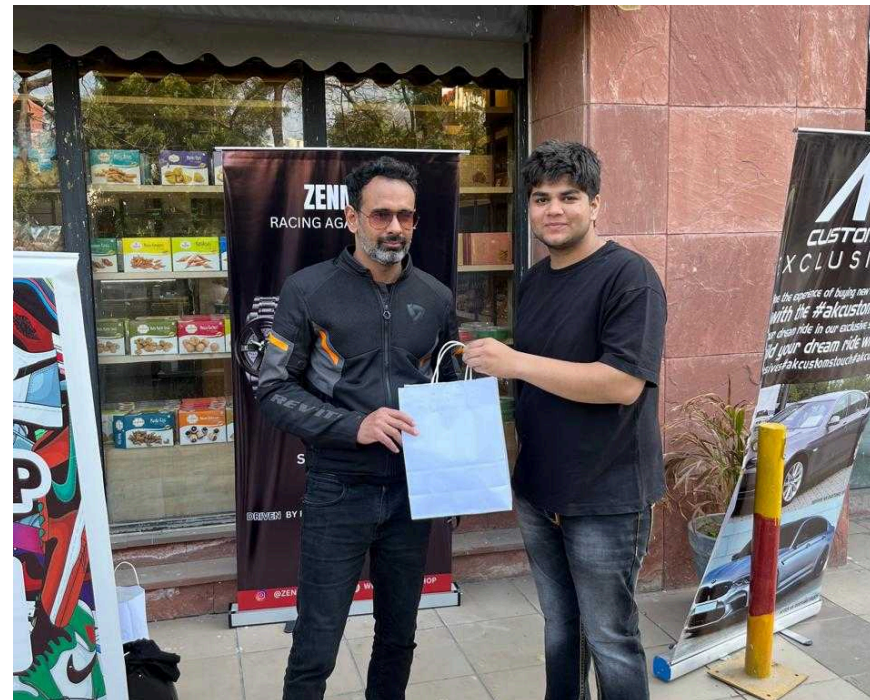
14 CR+

Shark Tank Pitches

02



"A startup is what happens when you *bet on yourself* before the world does."



Meta Fashion

Meta Fashion operates at the intersection of culture, code, and craft, creating trend-driven digital wearables. It identifies emerging signals, transforms them into meaningful virtual assets, and launches them across online worlds, scaling the most resonant designs into physical products through in-game experiences and brand partnerships.

Revenue

₹2.5Cr+

Paying Users

100K

Digital Fashion Sales SKU

₹2.25M+

MU Grant

₹5L

FOUNDED

2022

INDUSTRY

Tech-Gaming

META
FASHION

CO-FOUNDER
Arjun Goel
Class of 2028

CO-FOUNDER
Sanjay Goel
20 years of experience
in manufacturing

Key Milestones

01

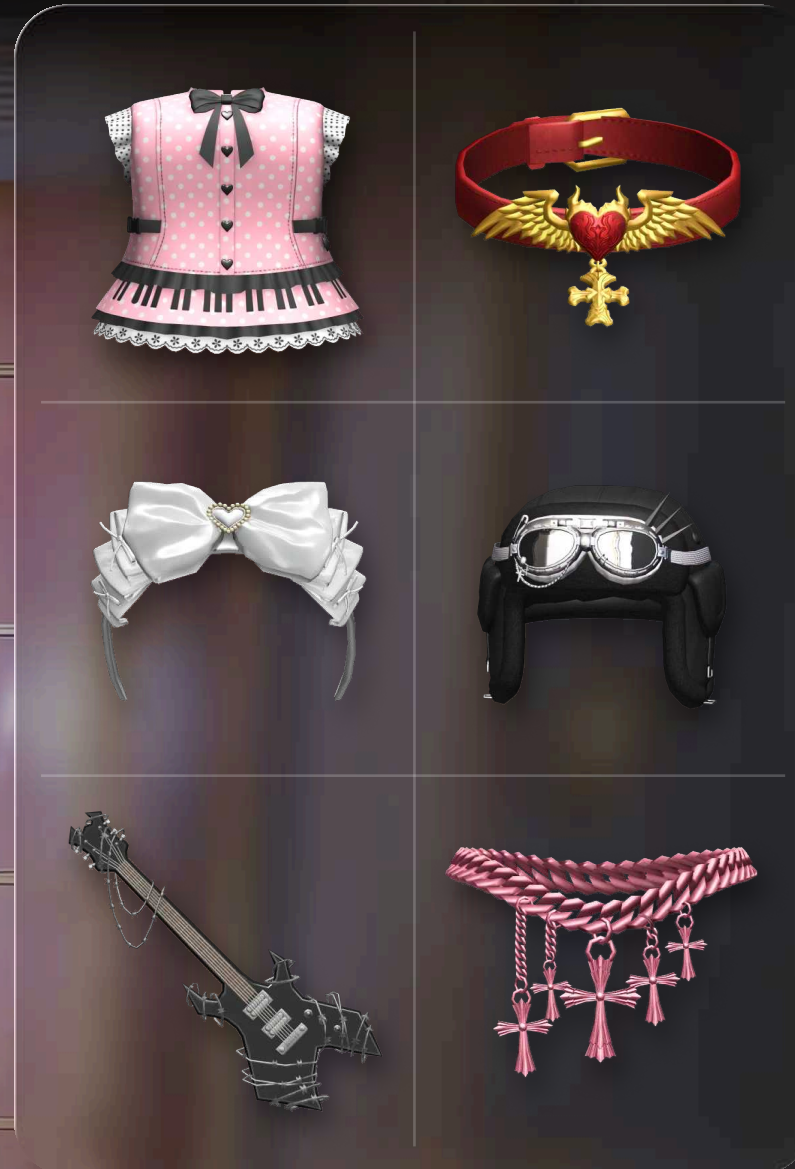
Built flagship virtual world "Glam Girls" on Roblox

02

Scaled to 100K paying users

03

Positioned among leading global phygital (physical x digital) fashion houses



WATCH NOW

MemoTag

MemoTag is an AI-powered companion that supports patients by engaging them in clinically structured conversations via phone calls. These interactions are translated into clinical-grade reports for doctors, enabling early intervention and improved healthcare outcomes.

Pilots / Trials Completed

50

Microsoft Azure Credits

\$20K

MU Grant

₹5L

FOUNDED
2023

INDUSTRY

AI - IoT Wearable

MEMOTAG

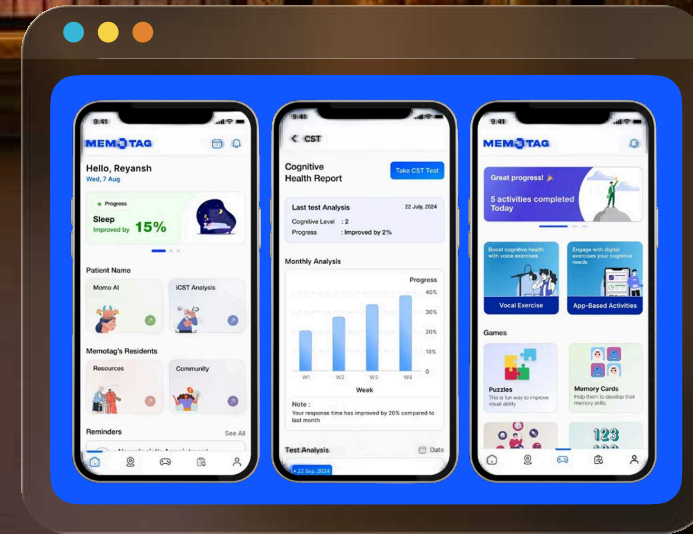
AI-WEARABLE FOR COGNITIVE HEALTH TRACKING

MEMOTAG

SSHARK
TANK
INDIA

FOUNDER
Reyansh Juneja

Class of 2028



Key Milestones

01

Featured on Shark Tank

03

Expanding language capabilities from 5 to 35 languages

02

Automated B2B sales pipeline with elder-care companies driving leads



WATCH NOW

Khet Perfumes

Khet creates bold, homegrown fragrances inspired by Indian stories and nostalgia, targeting Gen Z and millennials.

Highlights

Revenue

₹60L+

Profit

₹10L+

MU Grant

₹9.5L

FOUNDED

2024

INDUSTRY

D2C - Perfumes



CO-FOUNDER
Madhav Narang
UG Class of 2027

CO-FOUNDER
Arhum Jain
UG Class of 2027

CO-FOUNDER
Maanya Agrawal
UG Class of 2027

Key Milestones

01

Generated ₹25L+ in early sales

02

Joined Masters' Union incubator

03

Revamped brand for CX uplift



Zenmo

Zenmo is an automotive lifestyle brand blending motorsport culture with streetwear through apparel and accessories.

Highlights

Revenue
₹3.5Cr+

Monthly Sales
₹20L+

FOUNDED
2023

INDUSTRY
D2C - Fashion

FOUNDER
Hritvik Arora

UG Class of 2027



Key Milestones

01

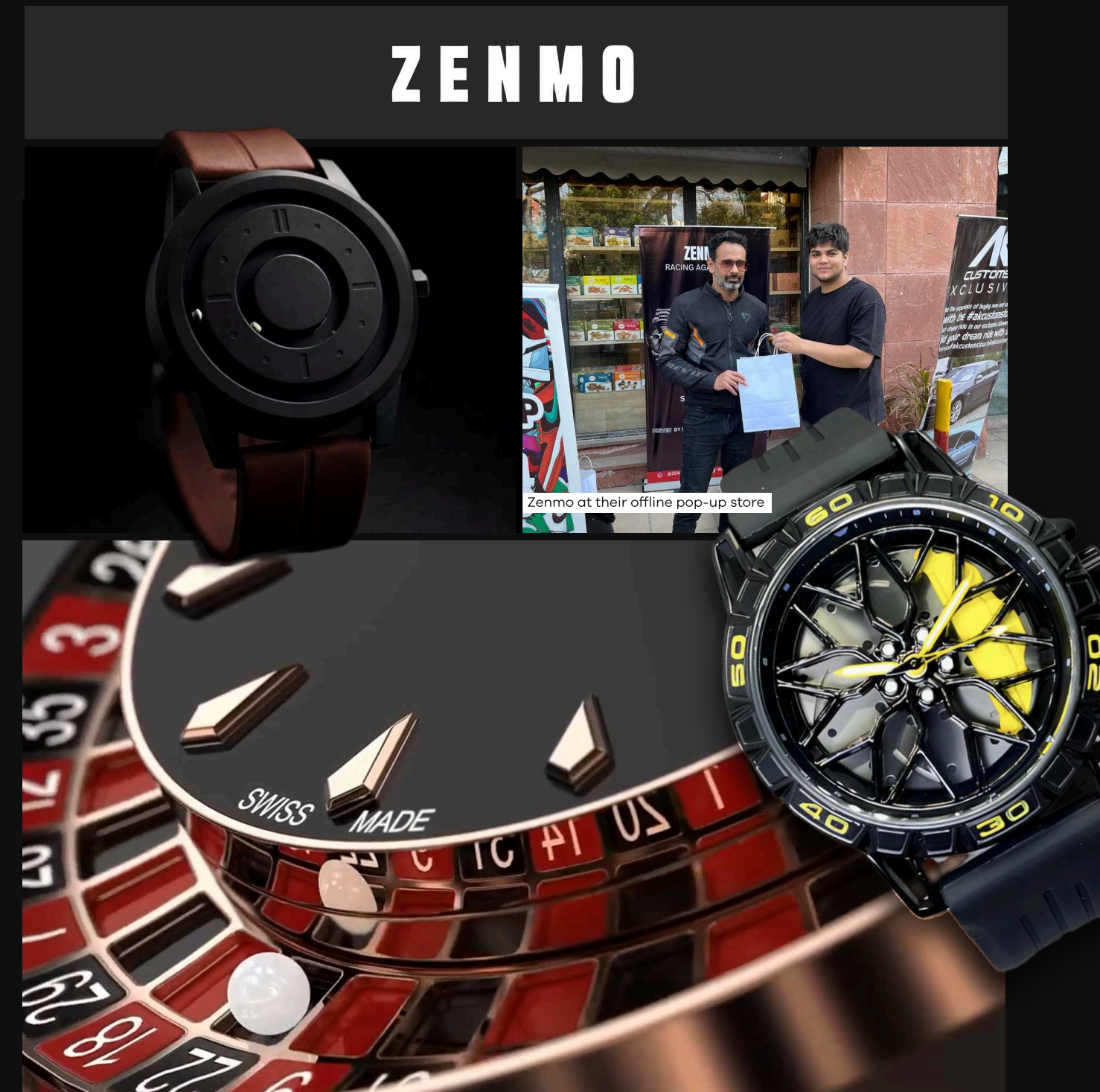
Built niche positioning in automotive fashion

02

Sponsored top auto events like the Strada Motorsports Motorfest

03

Established a physical store alongside the online presence



Internet Human Co.

Internet Human Co. builds AI-powered "Internet Humans" - AI agents that act as digital employees with identity, memory, and communication channels, managed like remote team members.

Highlights

AI Agents Deployed

10+

FOUNDED
2024

INDUSTRY

AI Workforce Automation

Built-In Tools

75+

CO-FOUNDER
Kabir Teria
UG Class of 2027



Key Milestones

01

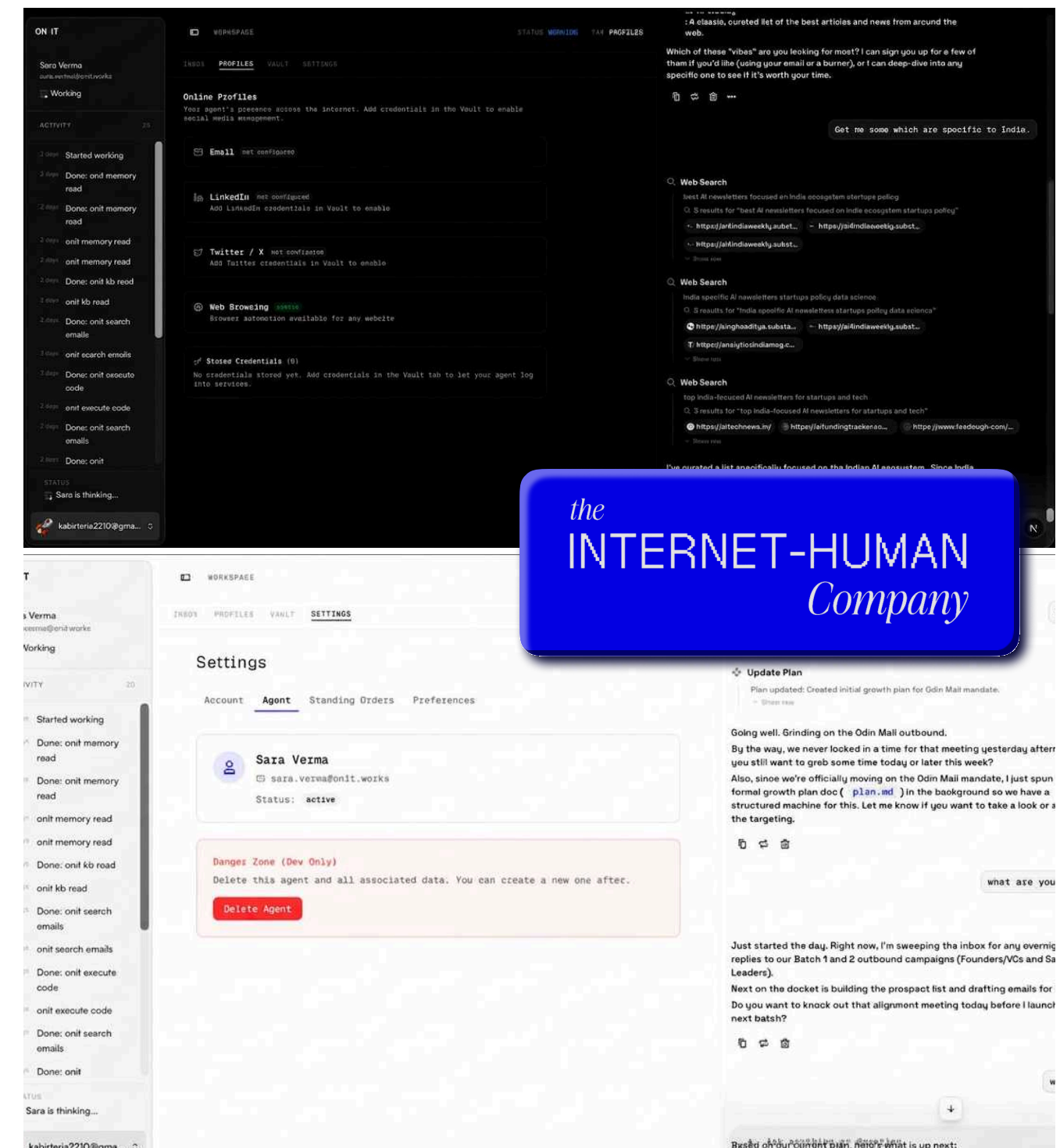
Active B2B client integrations with early enterprise use-case adoption

02

In discussions with leading Indian VCs for scale and expansion

03

Core Internet Human architecture built and deployed across workflows



Zhor

Zhor is a community-first performance brand blending technical gear with elevated design, built for India's running culture.

Highlights

Followers
4,000+













HYROX Finishes
05

Brand Collaborations
20+

MU Grant
₹1.5L

FOUNDED
2025

INDUSTRY
D2C - Performance Apparel

FOUNDER
Pratham Dua

UG Class of 2027

Key Milestones

01

Hosted 2 international events across Dubai and Bangkok

02

Built Gurugram's largest running club community

03

Members have won 40+ half-marathon medals

04

Collaborated with major global brands including Nike, Redbull, Beast Life and more.



Savra

Savra is an AI co-pilot for teachers and schools, streamlining academic workflows for teachers, students, and administrators. By automating repetitive tasks, it saves 8-10 hours weekly, enabling educators to focus on teaching and improving student outcomes.

Highlights

Teachers Onboarded

250+

Weekly Active Users

70+

Early Users (15 Days)

120+

MU Grant

₹5L

FOUNDED
2025

INDUSTRY
AI - EdTech

CO-FOUNDER
Priyana Sharma

UG Class of 2027

CO-FOUNDER
Suvansh Chopra

UG Class of 2027

Key Milestones

01

Onboarded 250+ teachers across leading institutions

02

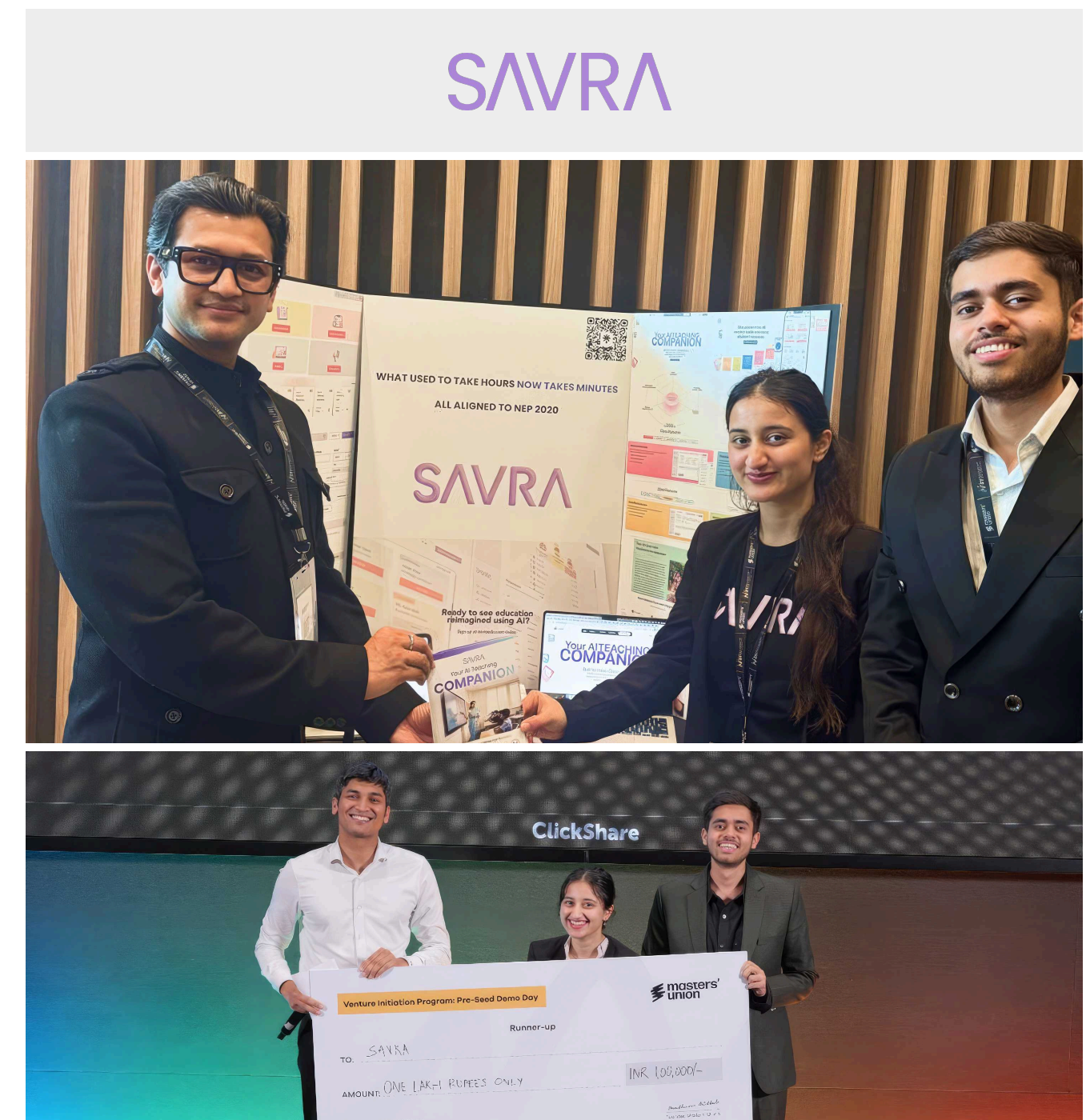
Achieved 120+ users within the first 15 days of launch

03

Used by teachers from Shri Ram School, Heritage Xperiential Learning School, Mayo College, Pathways School, and Ryan International

04

Time saved by 8-10 hours/week per educator



Sodaterian

Sodaterian is a youth-focused beverage brand serving mojitos and lime sodas at concerts, festivals, and institutions.

Highlights

Revenue
₹3.1Cr+

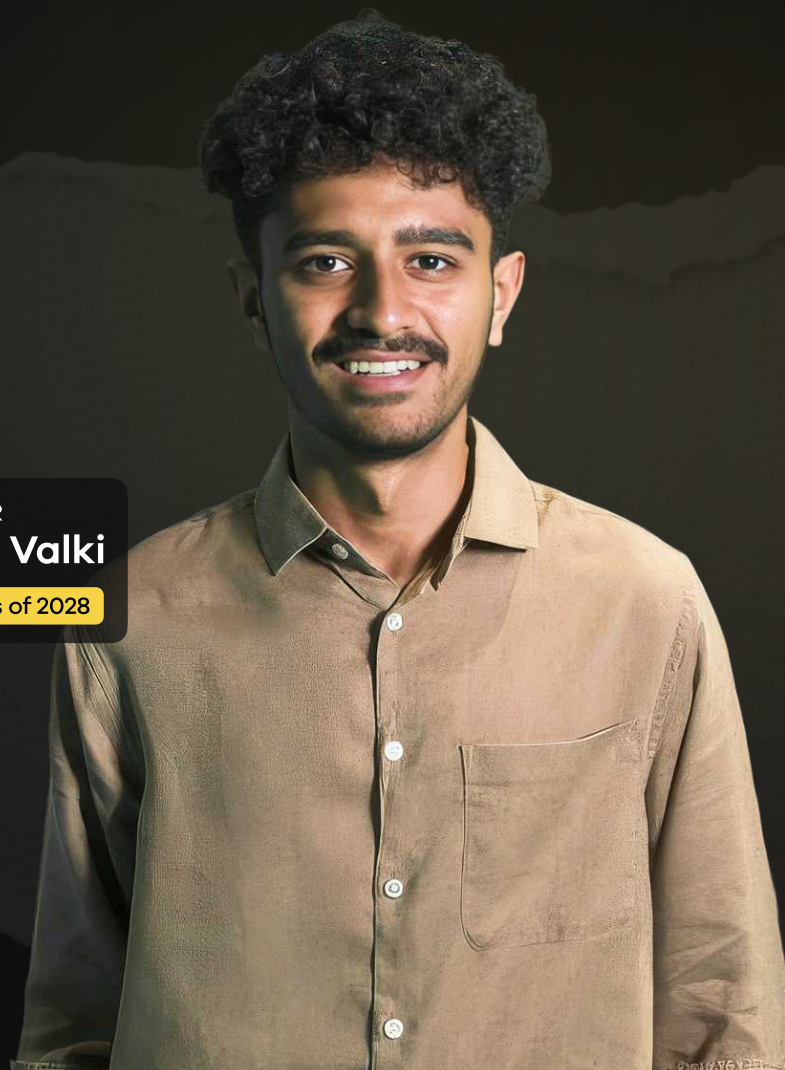
Events Served
430+

FOUNDED
2022

INDUSTRY
D2C - Food & Beverage

FOUNDER
Absar Valki

UG Class of 2028



Key Milestones

01

Live pop-up stalls at concerts featuring Diljit, Arijit Singh, Shreya Ghoshal, Honey Singh, and more

02

Trusted by IIT-B, NIT-T, TISB, Harrow, Indus & others

03

Built strong event-based distribution



Sodaterian at their offline pop-up store at the dropshipping mela

Tastefully Carnival

Tastefully Carnival is a creative studio producing AI-generated and live-action brand films, alongwith experiential projects and events.

Highlights

Revenue

₹2.5Cr+

YC-Startup Collabs

04

FOUNDED

2025

INDUSTRY

Creative Studio



CO-FOUNDER
Deon Cardoza

UG Class of 2027

CO-FOUNDER
Abhay Shenoy

UG Class of 2027

CO-FOUNDER
Vidhisha Mittal

UG Class of 2027

Key Milestones

01

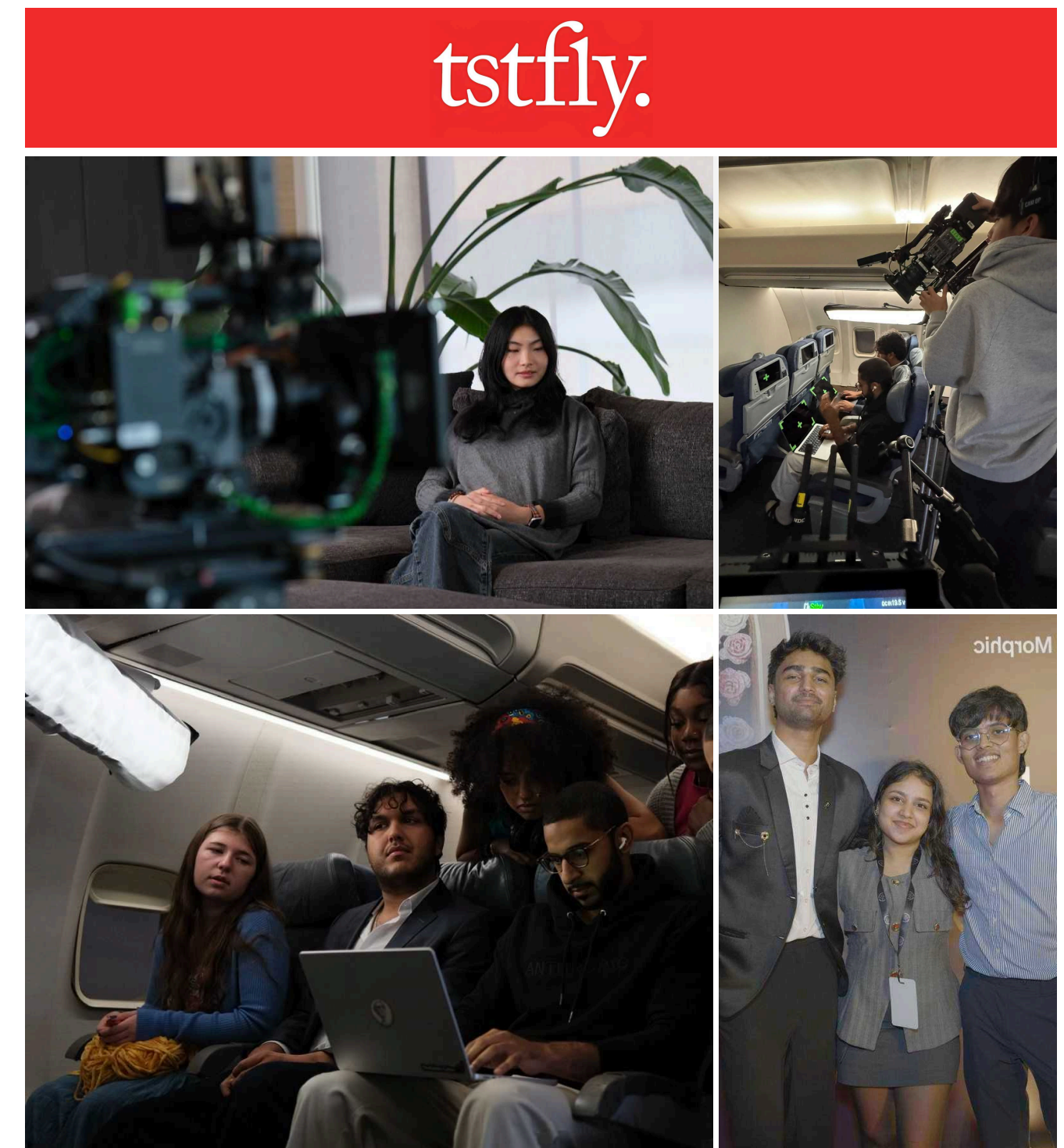
Hosted India's first AI Film Festival

02

Worked with international partners across Japan, San Francisco, and Malaysia

03

Launched the Delta program for the residency - a global residency for creators and builders



AceCard

AceCard is a smart NFC business card for founders, sales teams, and modern professionals. With one tap, share your full digital profile and capture leads that sync to your CRM. AceCard is more than just a card, it's your complete offline sales engine.

Highlights

Revenue

₹27L+

Number of AceCards

3000+

MU Grant

₹5L

FOUNDED
2024

INDUSTRY
Tech - B2B SaaS



CO-FOUNDER
Vedish Kukshal
UG Class of 2028



CO-FOUNDER
Shubham Rohatgi
UG Class of 2028

Key Milestones

01

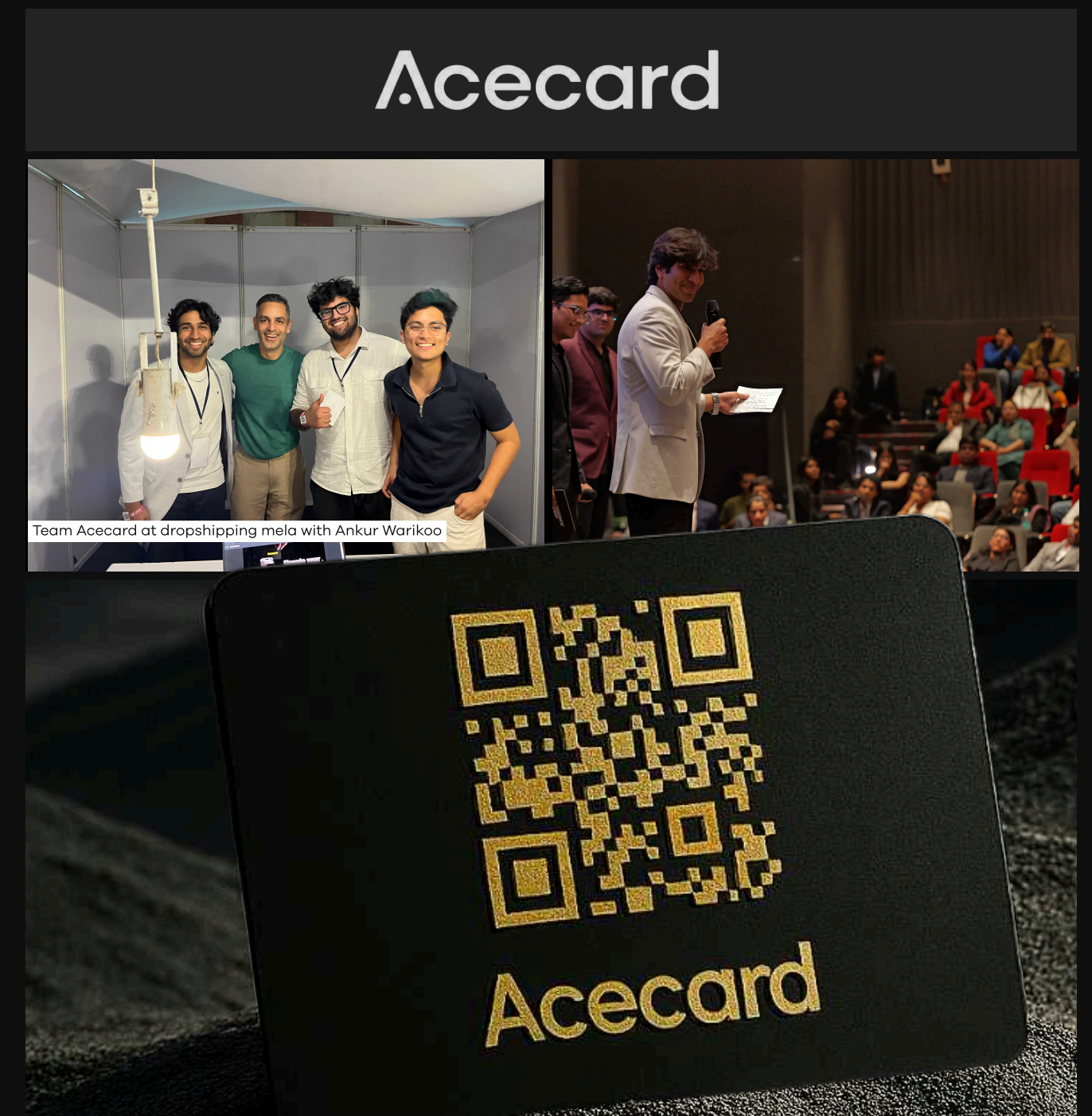
Achieved strong early adoption across founders and sales teams

02

Integrated CRM-based lead capture

03

Actively used across Masters' Union demo days and expos



Nomo

Nomo is a gourmet dumpling brand redefining momos and dimsums through bold fillings, unique wrappers, and constant innovation.

Highlights

Revenue

₹2.7L+

Dumplings Sold

28K+

MU Grant

₹3L

FOUNDED

2025

INDUSTRY

D2C - Food & Beverage



CO-FOUNDER
Harshita Chawla

Class of 2027

CO-FOUNDER
Swayam Bharadwaj

Class of 2027

CO-FOUNDER
Adish Gupta

Class of 2027

Key Milestones

01

Opening its first cart in Sector 56, Gurugram

02

Organised corporate pop-ups at Unitech and Signature Towers

03

Expanded into premium societies such as South City 2, M3M Marina & Emaar Palm Hills



Reknown Media

Reknown Media is a creative agency partnering with educational institutions, D2C brands, and founders to drive growth through strategic content and storytelling.

Highlights

Total Revenue

₹37L+

Organic Impressions

180M+

Organic Views

38M+

Brands Collaborated

6+

FOUNDED
2025

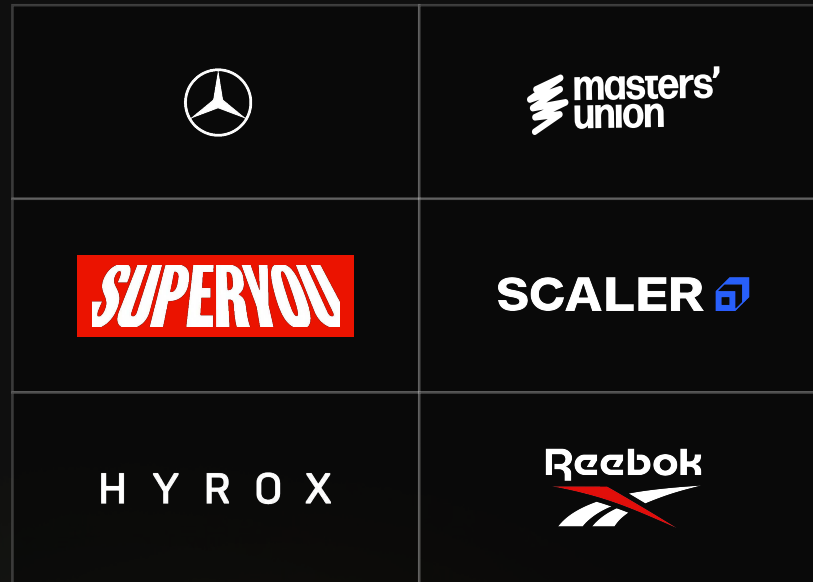
INDUSTRY
Creative Agency



CO-FOUNDER
Rajas Gupta
UG Class of 2027



CO-FOUNDER
Saarthak Arora
UG Class of 2028



Key Milestones

01

Generated 180M+ impressions and 36M+ views over 5 years through organic content

02

Collaborated with leading brands like Mercedes, Superyou, Hyrox, Reebok and Scaler

03

Earned ₹10L in consistent recurring revenue



Cospire

Cospire empowers high schoolers to build standout profiles through content, explore their interests, and get into top liberal arts and new-age colleges. Revenue comes mainly from student profile-building, admissions support, and college video collaborations.

Highlights

Revenue
₹36.4L

YouTube Subscribers
1600+

Monthly Views
10K

FOUNDED
2024

INDUSTRY
EdTech (Content-led
Learning Platform)

FOUNDER
Yashovardhan Karnawat
Class of 2027

Key Milestones

01

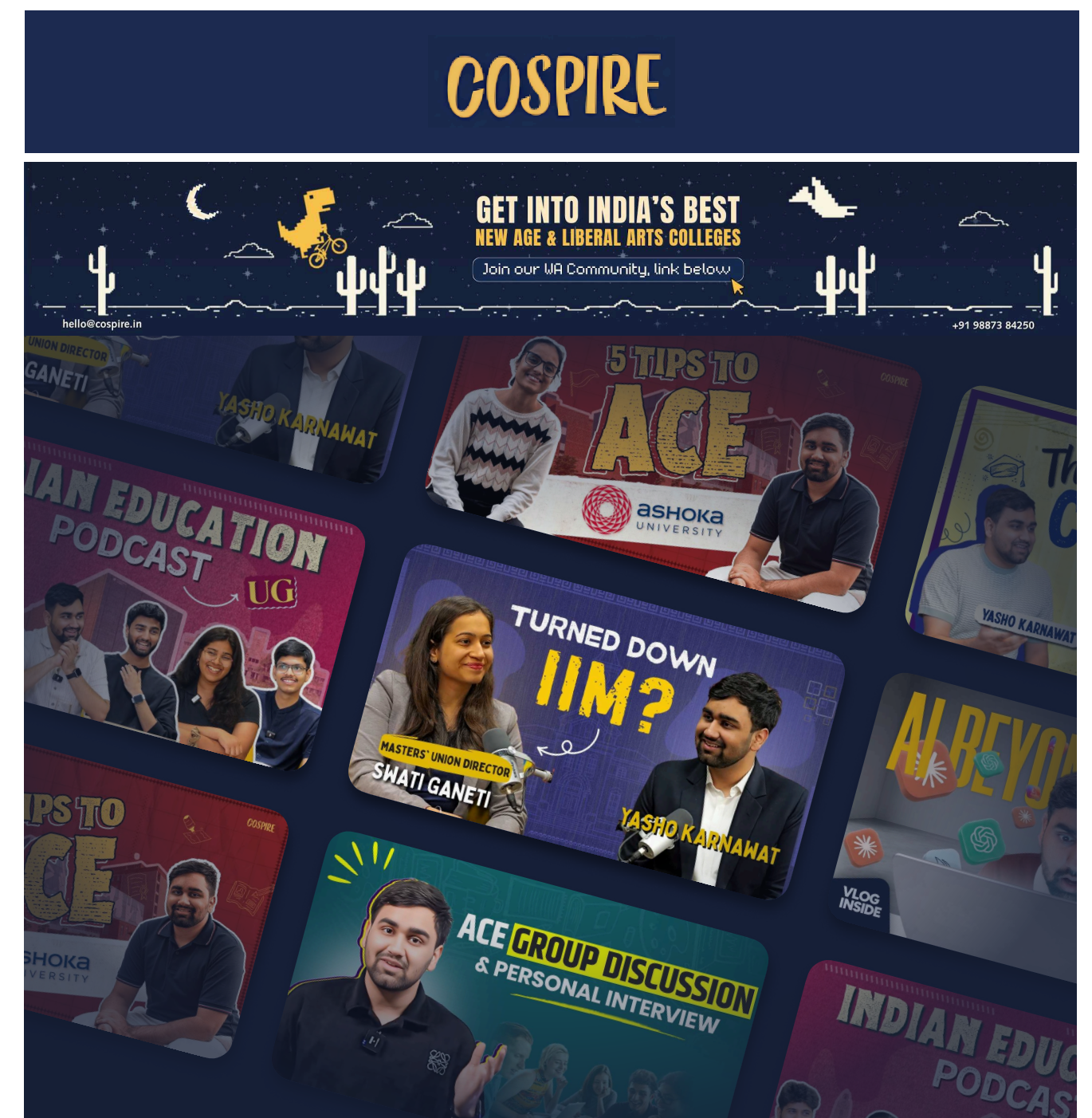
140+ students acquired with a 10% community-to-paid conversion rate

02

Average student NPS of 9.3/10

03

1,600+ community members with 300 new members added monthly



Angry Toast

Angry Toast is a content-first lifestyle brand creating socks and footwear for Gen Z. It uses creator-led content and community to turn everyday products into identity-driven pieces.

Highlights

Revenue

₹6L

Current MRR

₹3.5L

Orders Fulfilled

1.3K+

FOUNDED

2025

INDUSTRY

D2C Apparel & Footwear

FOUNDER

Siddhanth Vengali

UG Class of 2028



Key Milestones

01

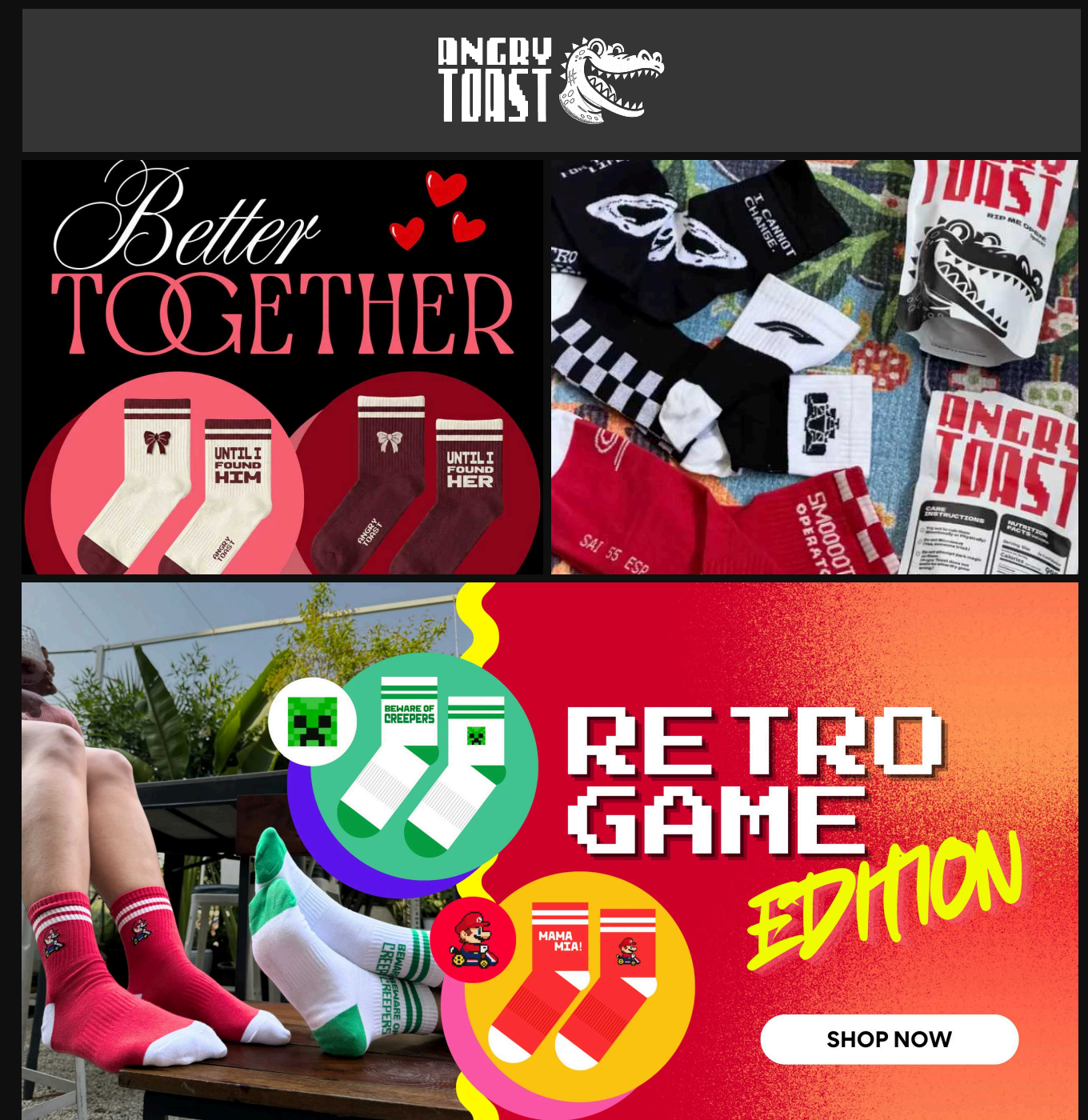
Launched 12+ SKUs and got listed in 2 multi-brand stores in Mumbai

02

Collaborated with the brand Lexi's

03

Built a community base of 2000+ members



House of Khakhra

House of Khakhra offers preservative-free, protein-rich, tasty khakhra, a traditional Indian snack made with whole wheat, as a healthier choice to everyday snacking.

Highlights

Revenue

₹10L+

Boxes Sold

5K+

Khakhra Sold

1 Ton+

FOUNDED
2025

INDUSTRY
D2C - Food & Beverage

FOUNDER
Purv Patel
Class of 2029



Key Milestones

01

Collaborated with Grand Hyatt The Pillazio Hotel and Lemon Tree Hotel

02

Organised pop-ups in corporates like Google, DLF and TATA

03

Expanded across multiple college and schools such as Aadyant School



Sal's Burritos

Sal's Burritos is a delivery-first gourmet Mexican brand catering to the Indian upmarket customer, blending global flavours to serve bold, elevated experiences for the new-age customer.

Highlights

Revenue **₹1.5L** Monthly Recurring Revenue **₹50K** Repeat Rate **20%**

FOUNDED
2026

INDUSTRY
D2C - Food & Beverage

CO-FOUNDER
Aditya Bansal
UG Class of 2027

CO-FOUNDER
Aaryan Pandey
UG Class of 2027

Key Milestones

- 01** Launched its first cloud kitchen in Gurugram, with a vision to scale to 50 stores
- 02** Achieved ₹30,000 MRR from the first month of operations
- 03** 150+ paid users validated demand with 3 proven SKUs



META FASHION

khel

For more
information, visit



- +91 - 7669186660
- DLF Cyberpark, Gurugram
- ugadmissions@mastersunion.org



MEMOTAG

AI-WEARABLE FOR COGNITIVE HEALTH TRACKING

SAVRA

