

# ENTREPRENEURSHIP REPORT

2024 - 2025



UG Programme In  
**Technology & Business Management**

**40+**

Businesses

**1.2Cr+**

Revenue

**2**

Months



# The Year in Numbers: Inside MU's Student Startup Surge

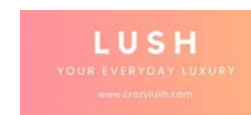


## Dropshipping Brands

MYLE



rösch



and many more!



**The Dropshipping Challenge** is a cornerstone of the UG Programme in Technology & Business Management, offering students a space to experiment with real-world business building. This year, over **40+ student teams** launched digital storefronts, explored influencer marketing, handled logistics, and navigated the full cycle of launching a product online.

Together, they generated over **₹1.2 Crores** in revenue, fulfilling thousands of orders while experimenting with branding, sourcing, and digital campaigns. The challenge surfaced a wide range of outcomes like Team Lush's **₹33L** revenue on a lean budget, Khuraak's notable **43%** gross profit margins, and SellDora's ROAS being **14X**.

This report brings together financial snapshots, reflections from founders, and milestone moments that emerged during this hands-on learning experience.





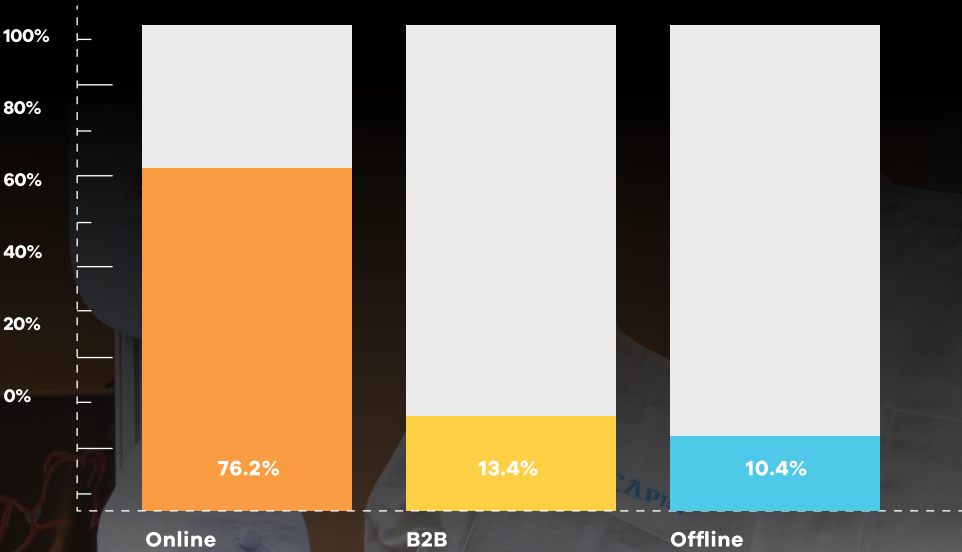
## Top 20 Business Summary

Businesses   Categories   Revenue   Net Profit   ROAS				
Brand Name	Category	Total Revenue	Net Profit	ROAS
Lush	Fashion & Lifestyle	₹33,33,985	₹33,07,985	127.2x
Selldora	Lifestyle & Gifting	₹16,97,100	₹7,77,758	14x
Aura	Health & Wellness	₹5,50,000	₹1,07,000	0.9x
Her Pheri	Fashion & Lifestyle	₹4,92,076	₹1,56,526	0.5x
Mellovia	Home & Kitchenware	₹4,66,800	₹7,37,800	1.7x
Snuggles	Lifestyle & Gifting	₹4,11,450	₹3,61,450	5.0x
Khuraak	Food & Beverages	₹3,50,000	₹1,60,000	12x
Vendora	Lifestyle & Gifting	₹3,40,191	₹2,11,511	7.0x
MYLESTORE	Home & Lifestyle	₹3,30,000	₹15,000	2.0x
Rösch	Jewellery & Decor	₹3,05,520	₹2,55,520	5.1x
CYLO	Automotive Accessories	₹2,73,029	₹2,29,179	5.0x
Pookiee Store	Fashion & Lifestyle	₹1,89,828	₹21,757	0.1x
The Iris	Lifestyle & Wellness	₹1,65,580	₹32,980	0.2x
HighLiverZ	Lifestyle & Gadget	₹1,46,915	₹50,472	0.5x
Innara	Fashion & Lifestyle	₹1.42,840	₹49,046	0.5x
Innosphere	Fashion	₹1,40,000	₹60,000	0.8x
Blanc	Fashion	₹1,36,550	₹54,550	0.7x
Ivory	Home Essentials	₹1,31,949	₹39,335	0.4x
Tejori	Home Decor	₹1,22,741	₹97,975	3.4x
Not Your Avg Sock	Fashion Accessories	₹1,09,750	₹26,298	0.3x



# Channel Distribution

Revenue Distribution by Channel



# Challenge Statistics

Revenue Generated	Avg. Revenue Per Team
₹ 1.2 Cr + In 2 months	₹ 3.1L
Highest Revenue	Avg Gross Margin
₹ 33.3L	50%
Total Number of Startups	Total Number of Orders
40+	1K +
Number of Suppliers	Number of Products
43	200 +



# Lush

@shop.lush.co

Lush is a contemporary electronics and lifestyle brand offering trend-forward gadgets, like desktop cabins and fashion accessories, including footwear & jewelry, at accessible prices. With a focus on thoughtful design and efficient sourcing, Lush blends utility and style to serve the everyday needs of young, value-driven consumers.

Price Range  
₹1,299- ₹5,999

MANUFACTURER DETAILS  
Outsourced from Gaffar Market , Delhi

₹33L  
Revenue till date

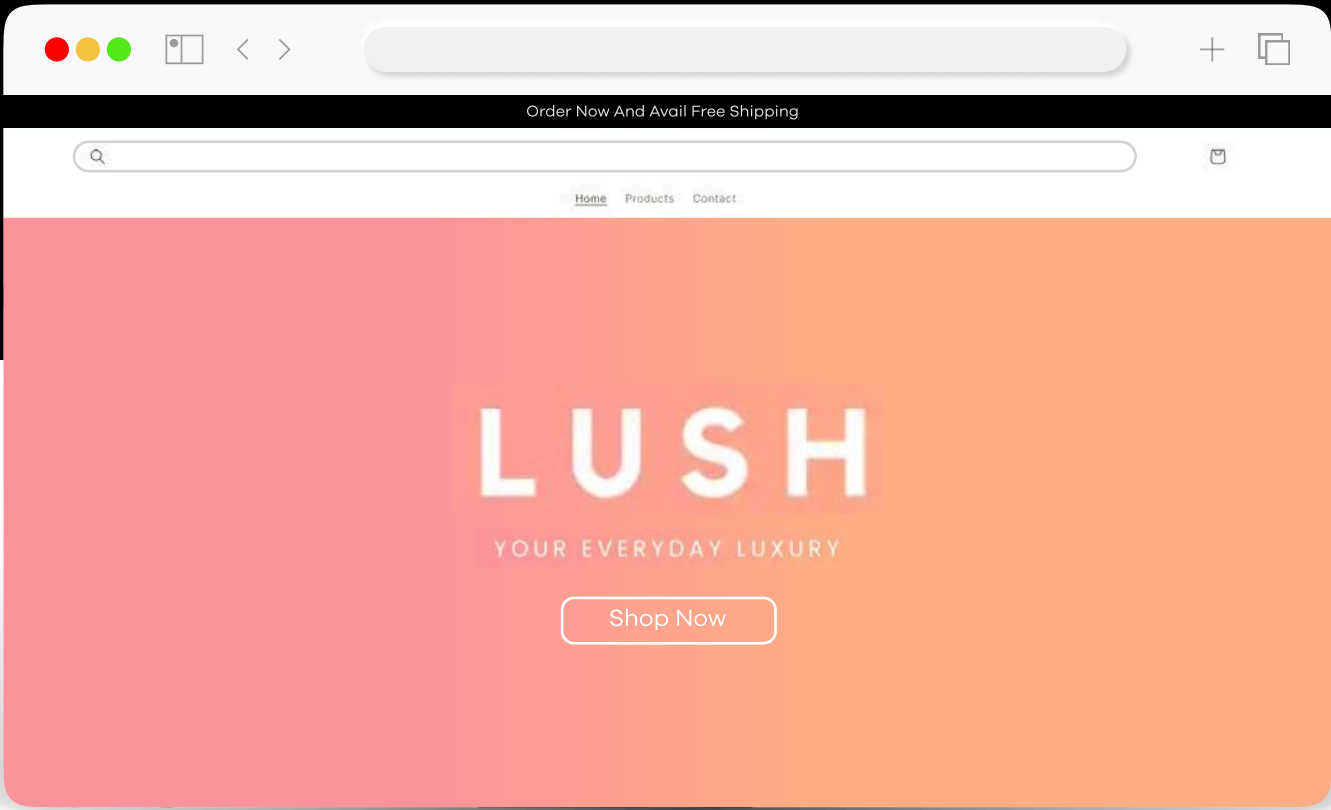
35%  
Gross Margin

127X  
Return on Ad Spend

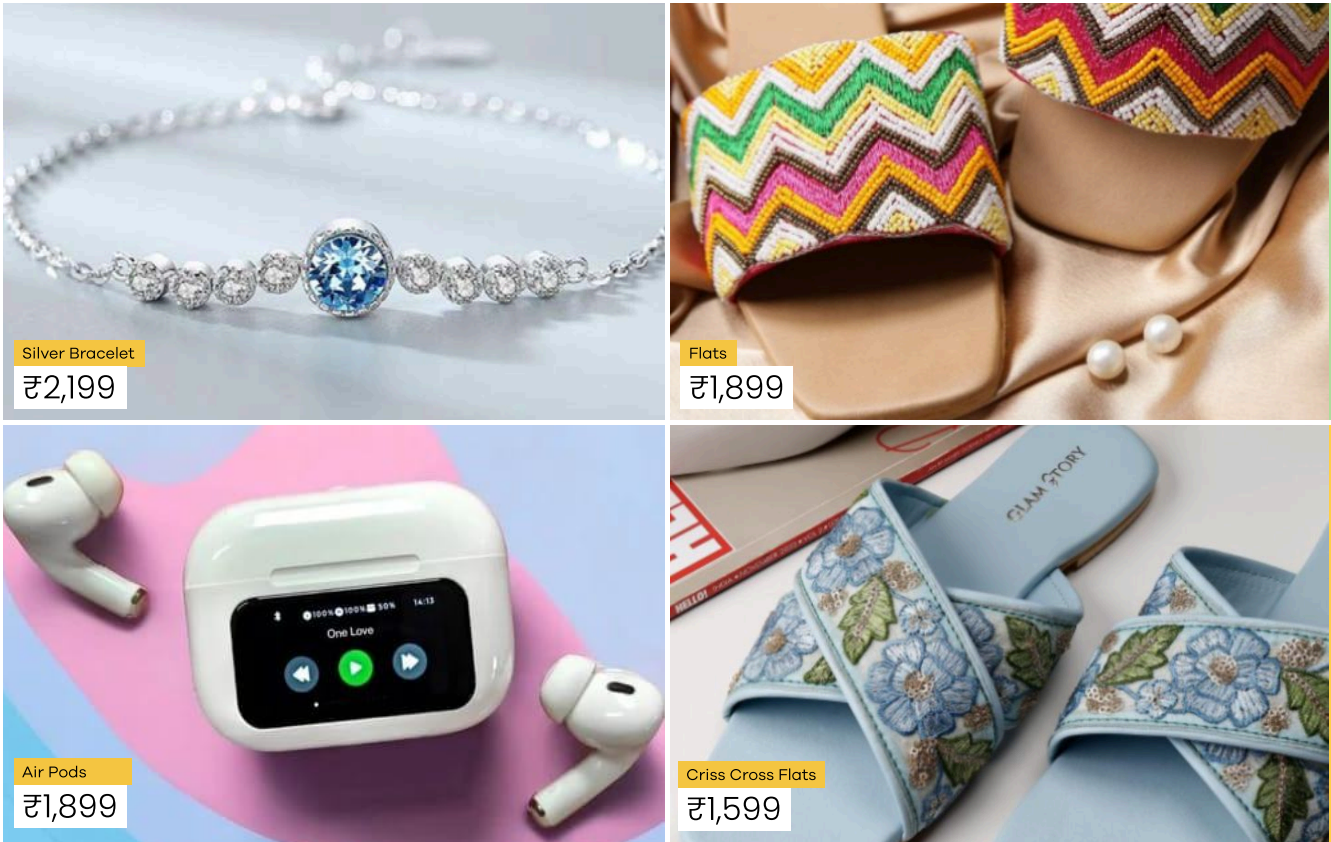
₹2.8L  
Net Profit



## Website



## Product Portfolio





# Selldora

@selldora

Selldora is a consumer tech and lifestyle brand turning bold ideas into bestsellers. With hits like the Astronaut Light, Portable Projector, and Ultra Pods Max, it blends viral appeal with sharp execution. Launched in 2024, Selldora mastered Meta and full-stack operations to stay ahead of trends, proving that with vision and precision, you don't just sell, you lead.

Price Range  
₹249- ₹3,799

MANUFACTURER DETAILS  
Outsourced from  
wholesalers in Delhi

₹16L

Revenue till date

70%

Gross Margin

14X

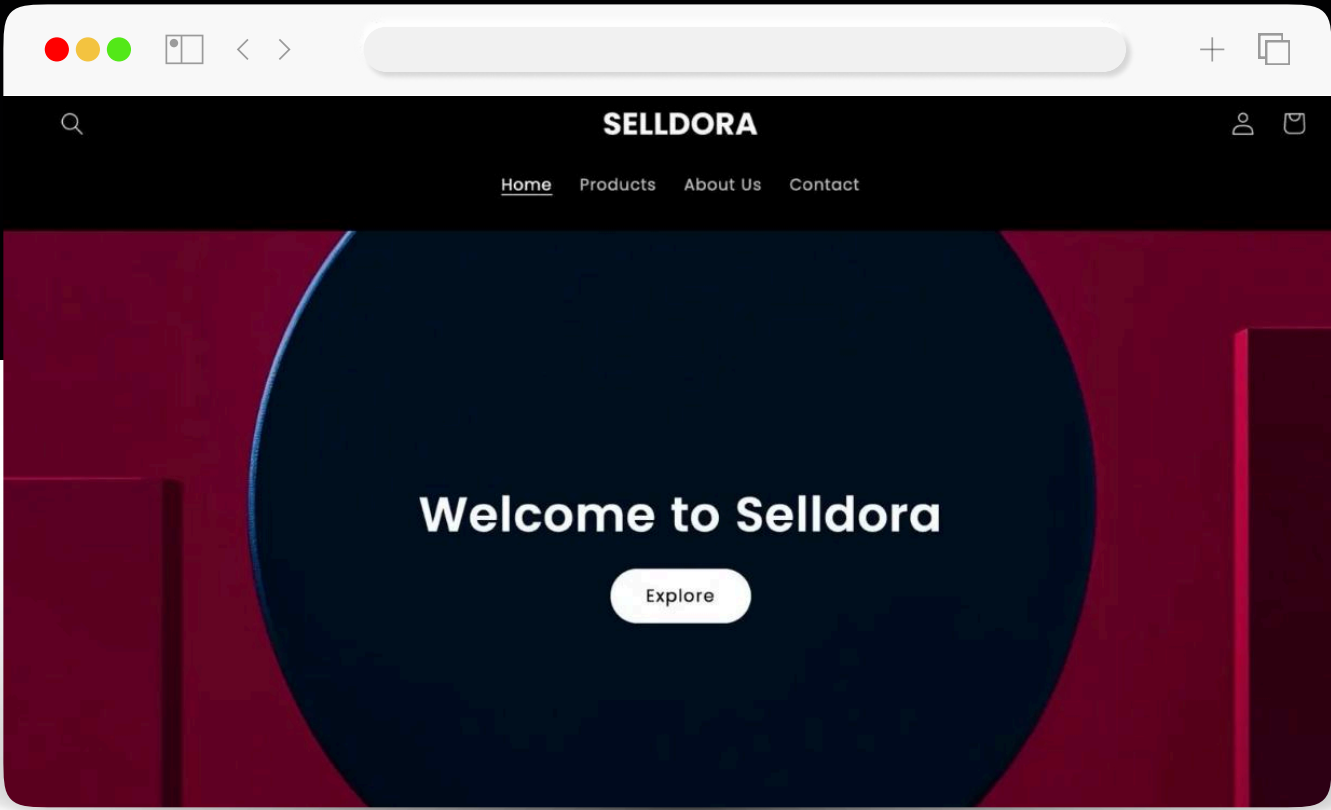
Return on Ad Spend

₹3L

Net Profit



## Website



## Product Portfolio





# Khuraak

@khuraakbites

Khuraak is a better-for-you snacking brand in the health food niche, offering low-oil, high-flavour chips that balance indulgence with wellness. Focused on clean labels and mindful ingredients, Khuraak redefines everyday cravings for the health-conscious consumer. By merging bold taste with nutritional intent, the brand delivers guilt-free pleasure that aligns with modern, self-care-driven lifestyles.

Price Range

₹110-₹160

MANUFACTURER DETAILS  
Outsourced from Gaffar Market, Delhi

₹3.5L

Revenue till date

43%

Gross Margin

12X

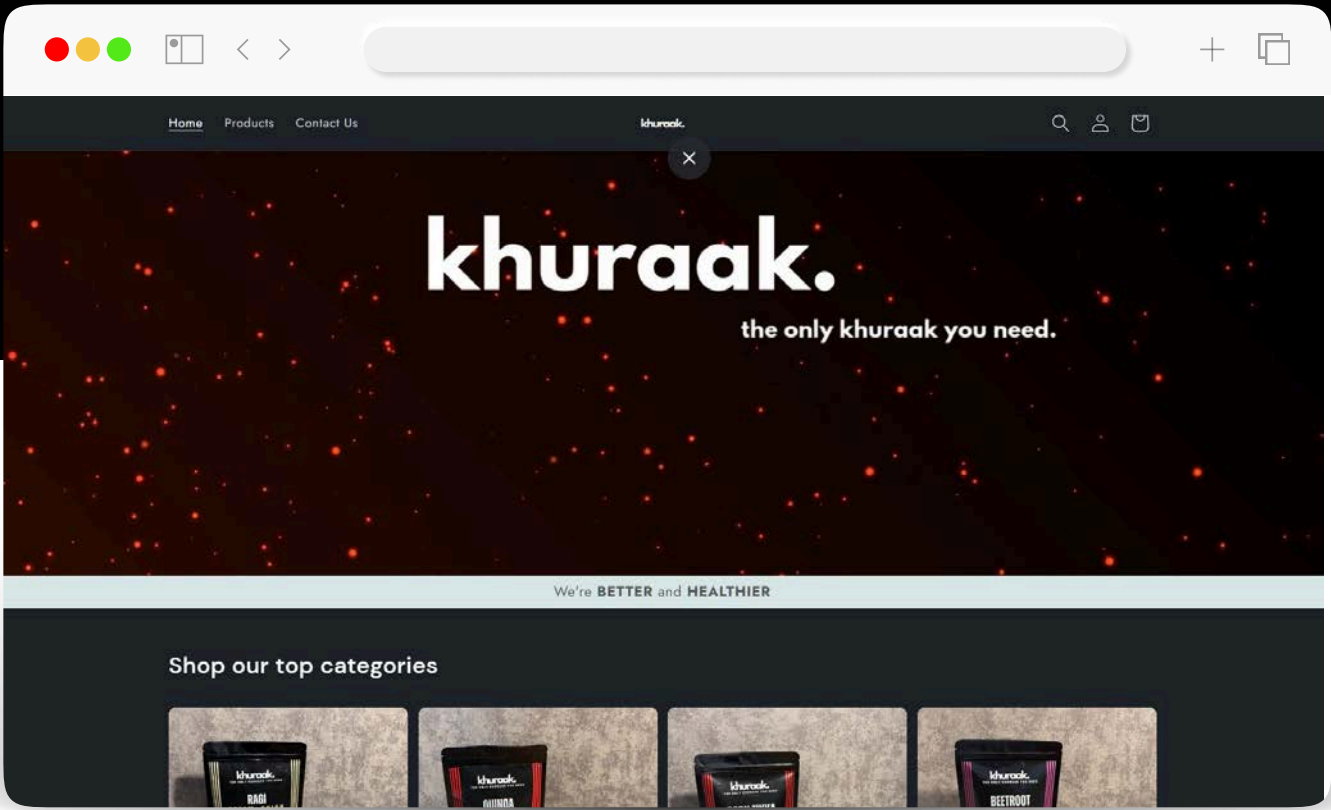
Return on Ad Spend

₹1.5L

Net Profit



## Website



## Product Portfolio





# Mellovia

@mellovia\_in

Mellovia is a sustainable kitchenware brand offering eco-friendly essentials like coffee mugs, travel mugs, and magnetic mugs. Designed for conscious consumers and ESG-focused businesses, it combines style, function, and affordability. Mellovia proves that sustainability can be both practical and premium, without the hefty price tag.

Price Range

₹199-₹1,299

MANUFACTURER DETAILS

Outsourced from Bangalore

₹7L

Revenue till date

60%

Gross Margin

1.7X

Return on Ad Spend

₹3.2L

Net Profit




Shambhavi Sharma  
Delhi Public School, Bangalore



Yash Jain  
The Scindia School, Gwalior

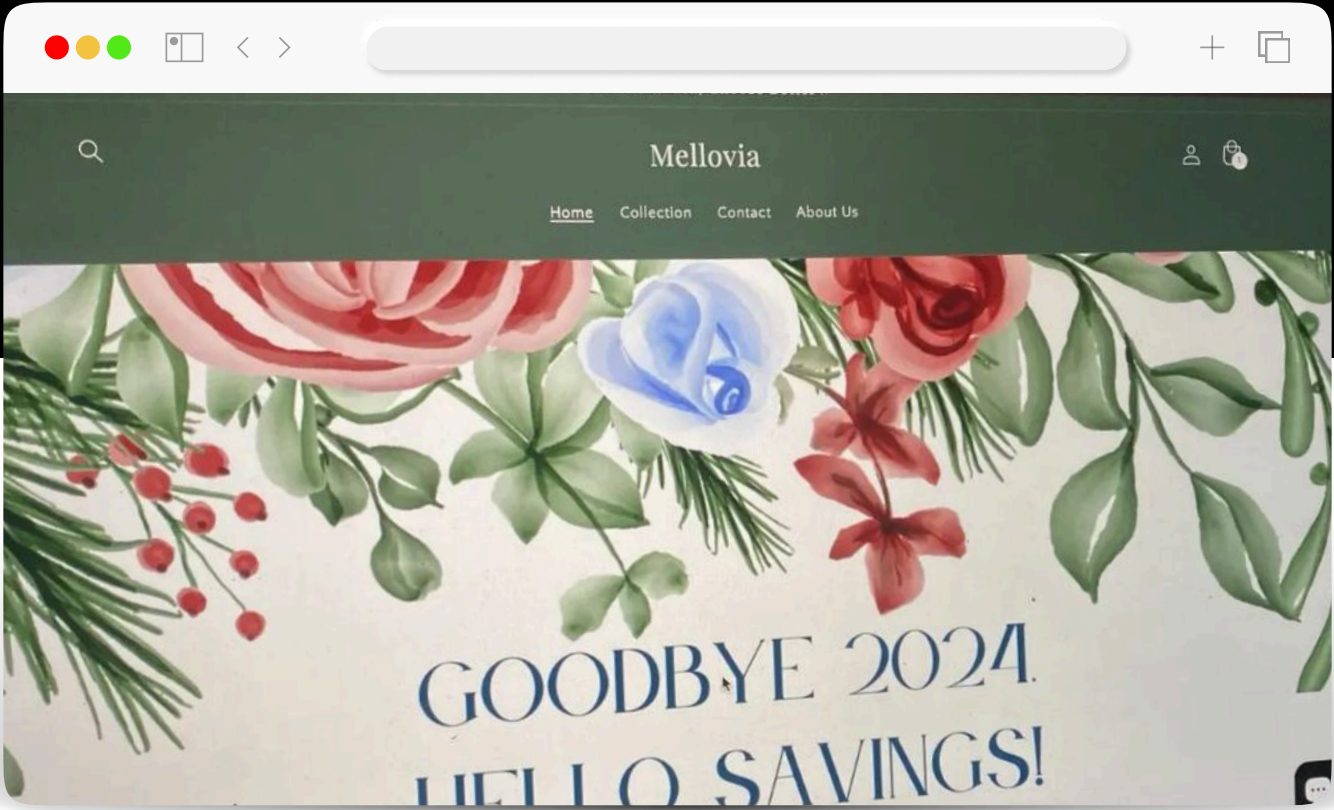


Ananya Kulshresth  
Convent School of Jesus & Mary, Dehradun




Rakshit Khurana  
Welham Boys' School, Dehradun

## Website



## Product Portfolio



Travel Mug  
₹299



The Classic Mug  
₹199



Cute Mug  
₹149



Majestic Mug (Set of 6)  
₹1,299



# Wellth Gummies

@wellth.store

Wellth Gummies is a digital-first wellness brand in functional nutrition, offering clean, effective supplement gummies for skin health, stress relief, and overall wellness. Powered by natural ingredients and smartly priced, Wellth scales globally through dropshipping, combining simplicity, quality, and trust-driven marketing to make daily nutrition accessible worldwide.

Price Range  
₹1,300-₹2,400

MANUFACTURER DETAILS  
Outsourced through suppliers in China



₹5.5L

Revenue till date

3X

Return on Ad Spend

34%

Gross Margin

₹1.2L

Net Profit



Saransh Pugalia  
The Srijan School, New Delhi

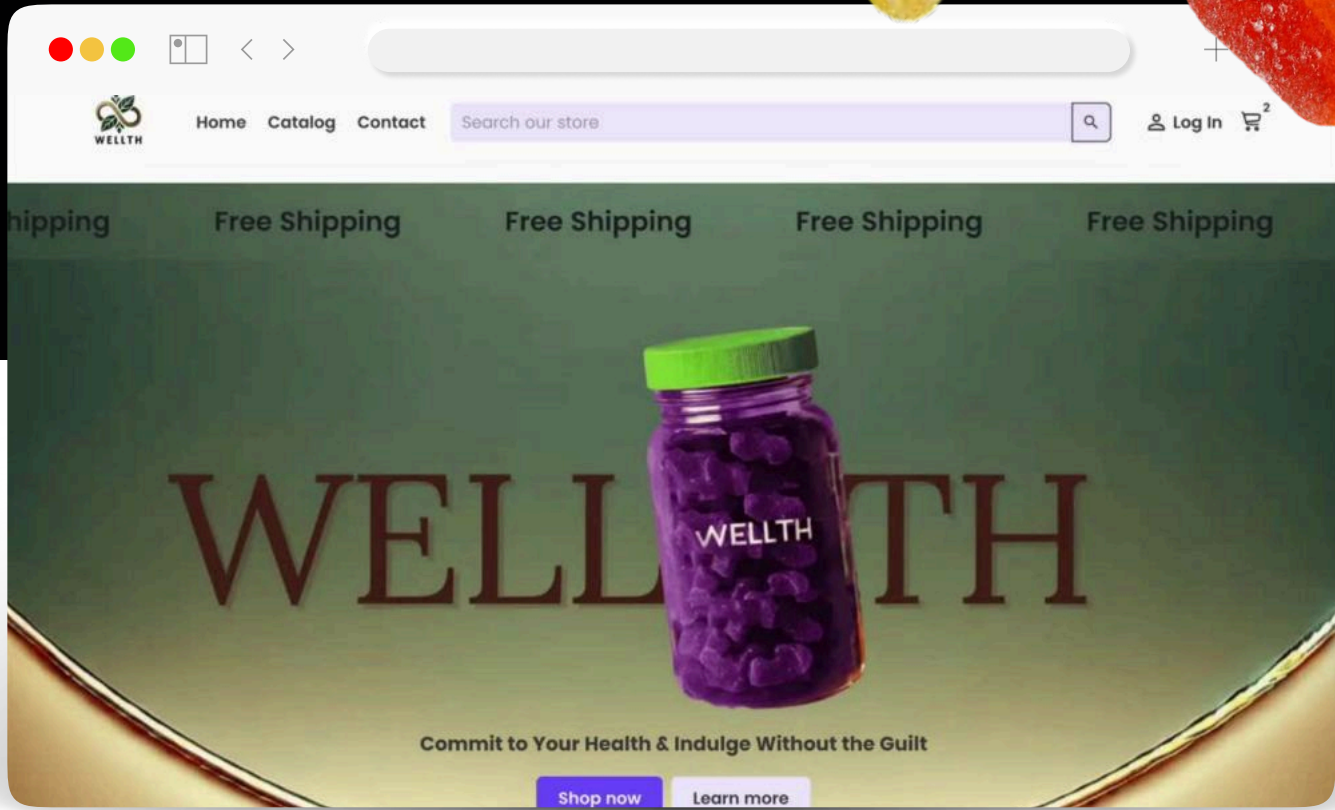
Vaibhav Sinha  
Sun Shine Public School, Patna

Shabad Saxena  
Billabong High International School, Noida

Sneha Gupta  
Oxford Senior Secondary School, New Delhi

Tanmay Lunkad  
Podar International School, Pune

## Website



## Product Portfolio





# Snuggles

@shop.snuggles

**Snuggles** is a cozy lifestyle brand offering cute, comfort-first products like Snuggly Panda plushies, themed slippers, and soft hot water bags. In just two months, it crossed ₹4.75 lakhs in sales through smart dropshipping and a sharp focus on both online and offline markets. With curated essentials and strong distribution, Snuggles rides the rising wave of feel-good indulgence.

Price Range	MANUFACTURER DETAILS
₹500-₹999	Outsourced from a local vendor in Delhi

₹5.8L

Revenue till date

67%

Gross Margin

5X

Return on Ad Spend

₹1.5L

Net Profit

## Website



## Product Portfolio





# Lumora

@thelumorastore

Lumora is a smart gadget and lifestyle brand launched in late 2024, offering viral hits like the Breathing Teddy, Secret Message Candles, and Crystal Night Lamps. With a sleek Shopify store, performance-led ads, and Shiprocket fulfillment, Lumora moves fast blending aesthetics with utility and carving its place in India’s dynamic e-commerce space. Backed by constant iteration in pricing, sourcing, and CX, it thrives on speed, insight, and trend-savvy execution.

Price Range

₹149-₹3,999

MANUFACTURER DETAILS

Outsourced from Sadar Bazaar and Gaffar Market in Delhi

₹4L

Revenue till date

36%


Gross Margin

7X

Return on Ad Spend

₹1.4L

Net Profit



Aditya Vikram Lath  
DPS Nacharam, Hyderabad



Gunjan Kaur Dhillon  
Army Public School, Bangalore



Saloni Goel  
GD Goenka- Delhi



Dhwani Bathla  
DPS, Panipat City

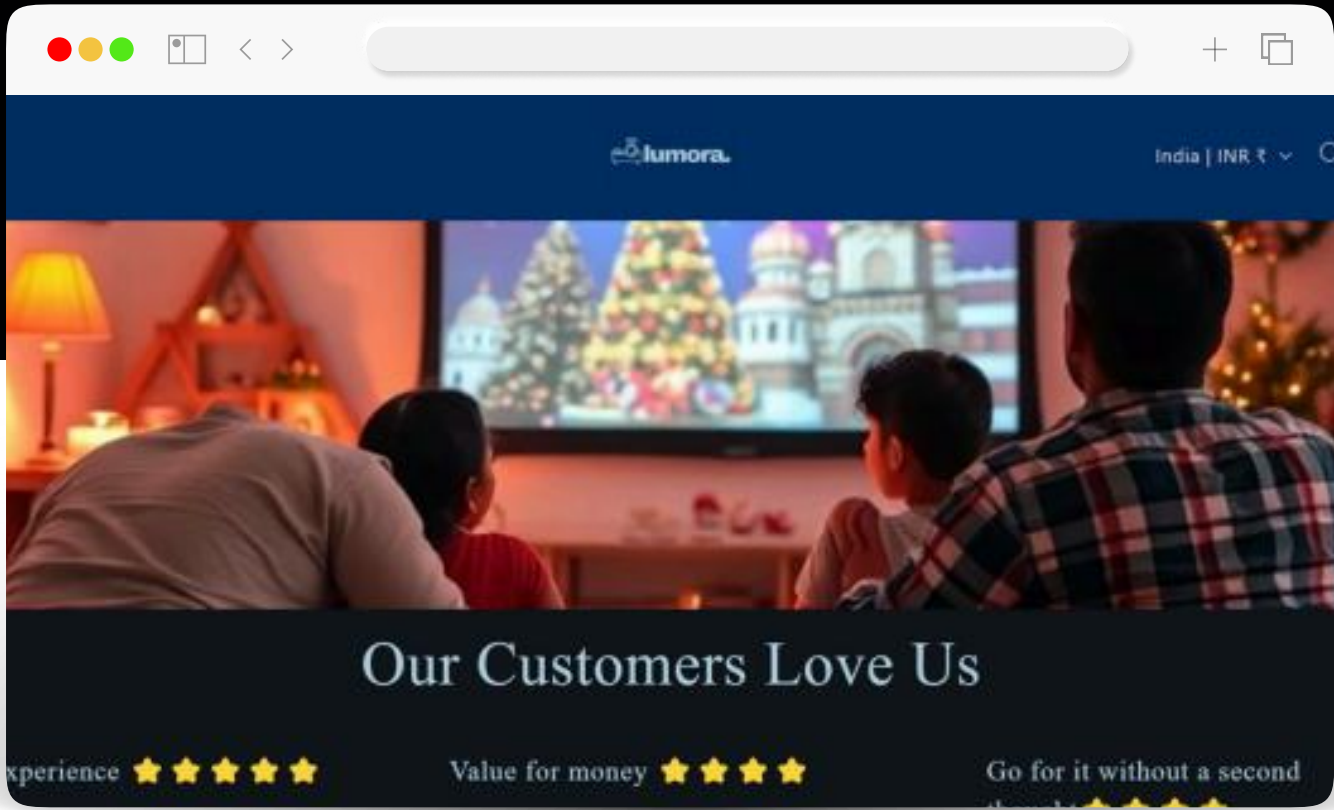


Devansh Shrivastav  
Saarthi international school, Delhi




Ojas Malhotra  
Venkateshwar Global School, New Delhi


## Website




## Product Portfolio




Secret Message Candles  
₹399



Mini Projector  
₹3,999



Crystal Night Lamp  
₹299



Breathing Teddy  
₹549



# Rösch

@rosch.official

Rösch is a luxury décor and accessories brand in the premium crystal niche, specializing in European crystal showpieces and jewelry. With offerings like the Crystallised Pearl Collection, Mini Flower Showpieces, and intricately designed décor, Rösch is known for its brilliant clarity and refined craftsmanship. Each piece is thoughtfully curated to bring elegance, sophistication, and a timeless touch of luxury to both personal style and living spaces.

Price Range  
₹1,500–₹13,500

MANUFACTURER DETAILS  
Outsourced from Jaipur and Indore

₹2.5L

Revenue till date

40%

Gross Margin

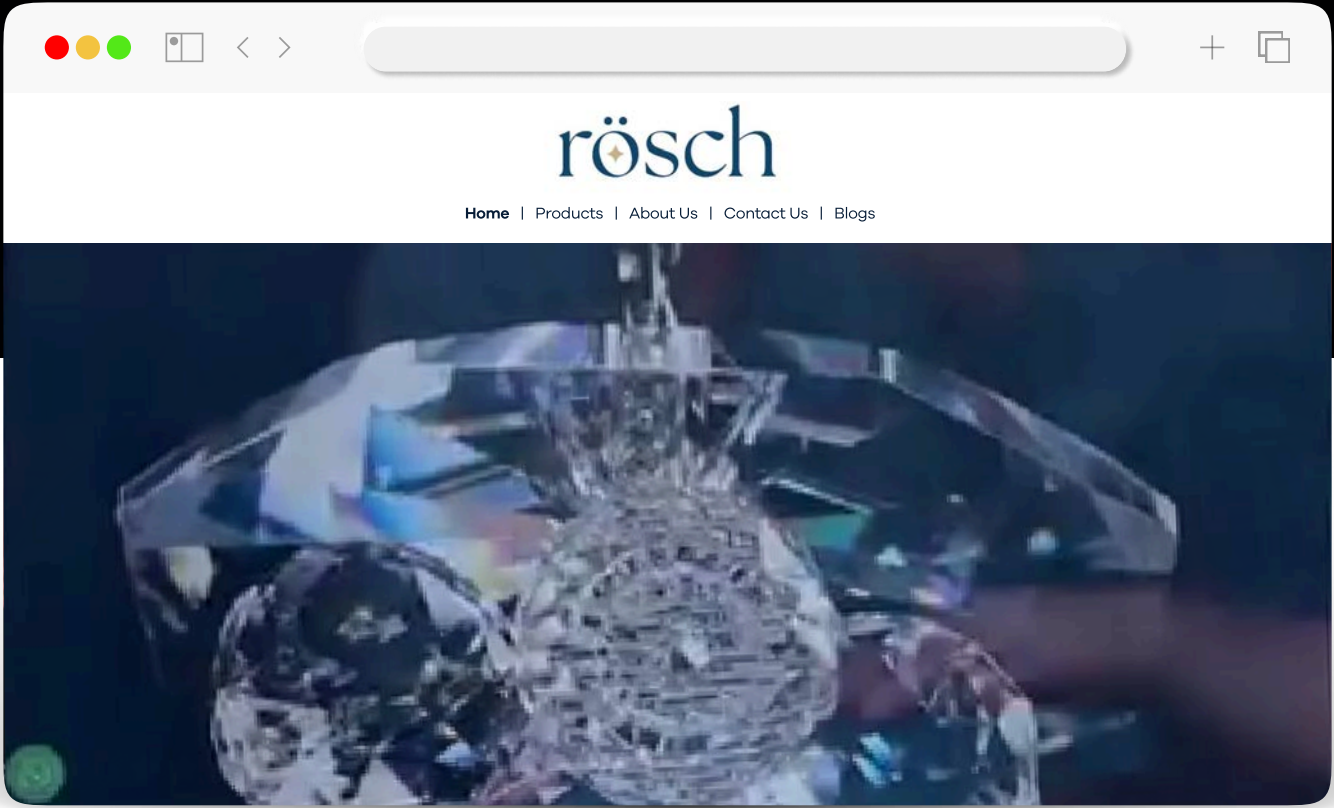
5X

Return on Ad Spend

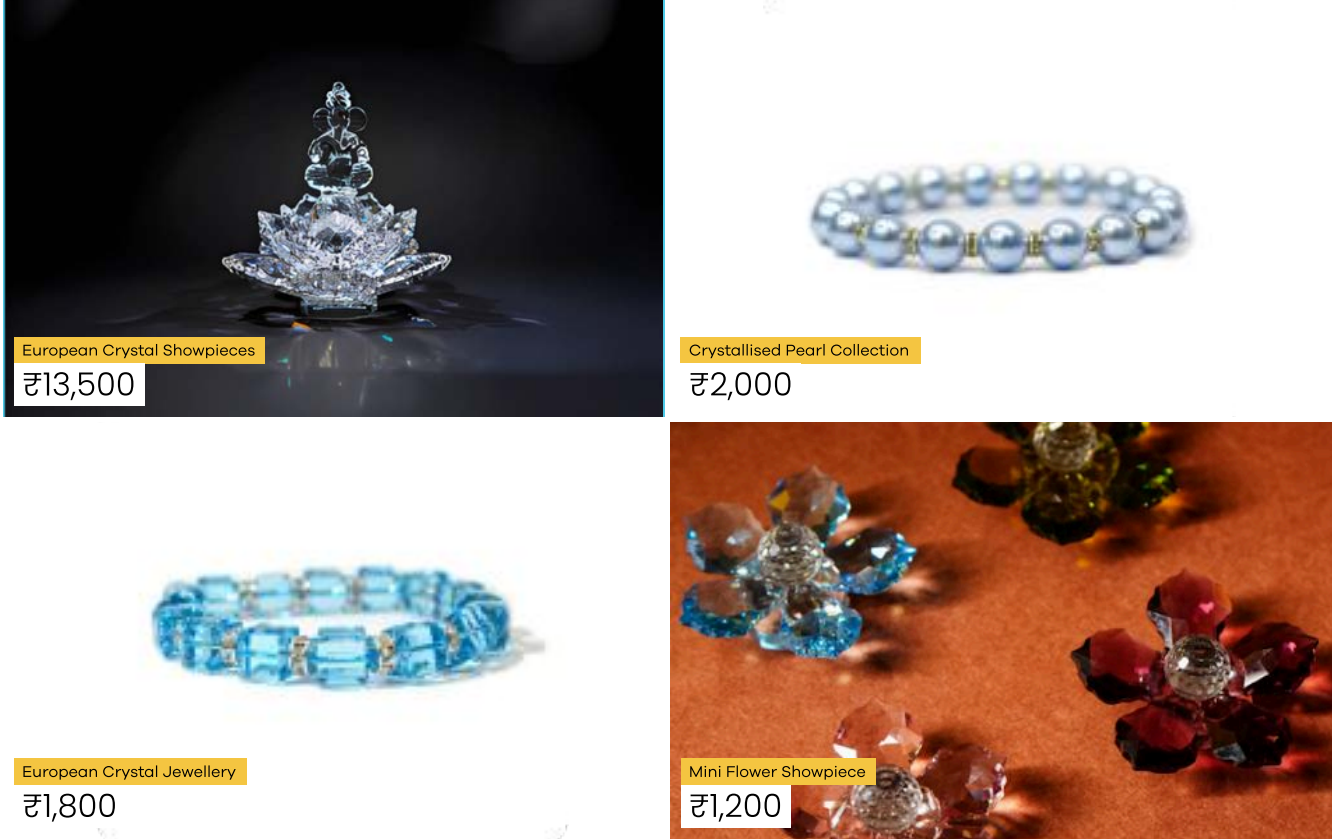
₹50K

Net Profit

## Website



## Product Portfolio





# MYLESTORE

@mylestore

Myle is a lifestyle essentials brand in the affordable dropshipping niche, offering trend-driven, locally sourced cute-comfort products for young adults aged 18–30. With popular items like the Breathing Teddy Otter, Panda Lamp, and Hot Water Bag Plushie, Myle blends practicality with a unique, minimalist aesthetic. Built around fast delivery, functional design, and everyday affordability, the brand caters to the fast-paced, style-conscious needs of the modern, on-the-go generation.

Price Range

₹650–₹1,499

MANUFACTURER DETAILS  
Outsourced from local vendors in New Delhi

₹3.3L

Revenue till date

41%

Gross Margin

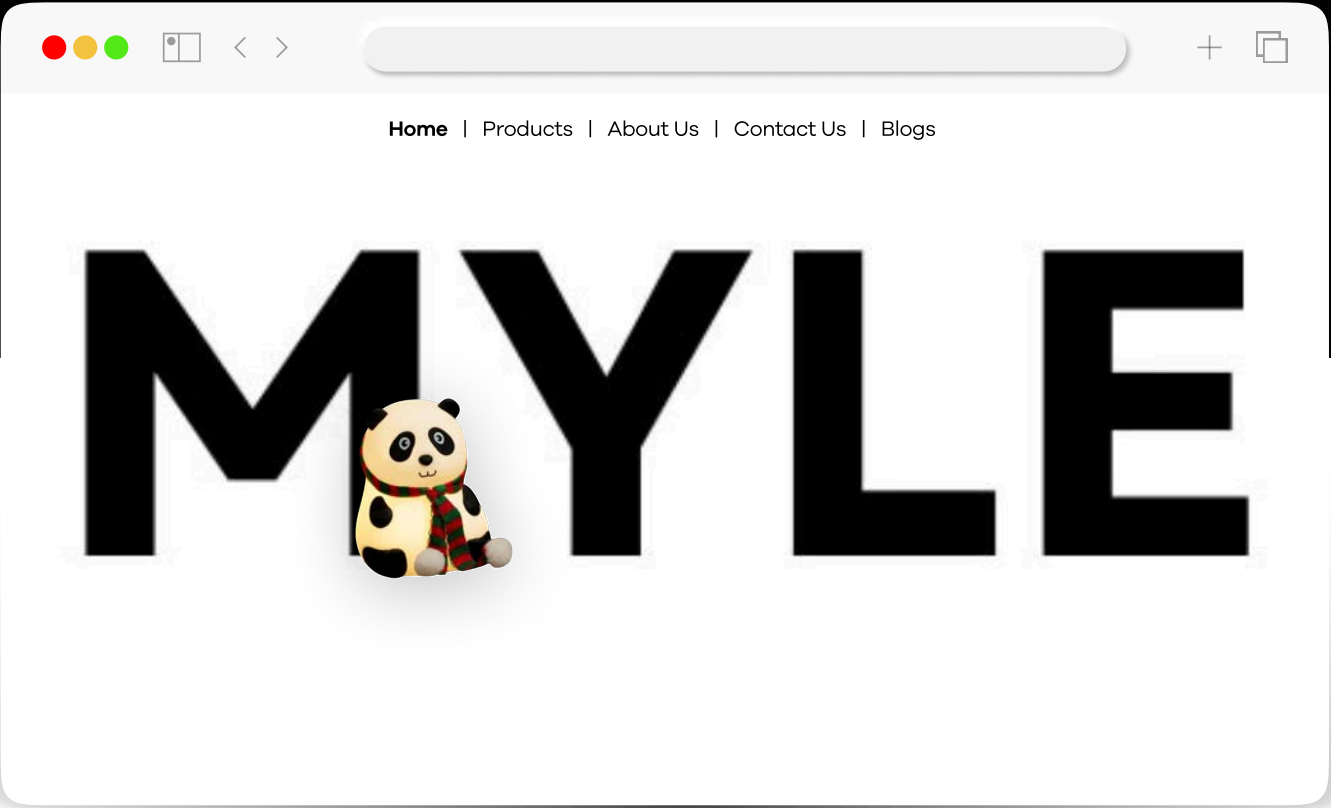
2X

Return on Ad Spend

₹15K

Net Profit

Website



Product Portfolio





# CYLO

@cylo.xyz

Cylo is a Gen Z lifestyle and party accessory brand at the intersection of culture, community, and bold self-expression. Specializing in premium, trend-forward products like the CYLO Tag (custom LED band) and CYLO Vision (custom LED shades), the brand caters to the style-savvy and socially plugged-in. More than just a product line, Cylo is a movement hosting exclusive drops, high-energy parties, and curated networking events where ambition meets aesthetic and individuality takes center stage.

Price Range

₹750-₹5,000

MANUFACTURER DETAILS

Outsourced from Karol Bagh, New Delhi

₹2.8L

Revenue till date

64%

Gross Margin

5X

Return on Ad Spend

₹1.4L

Net Profit

## Website



## Product Portfolio



Manraj Singh Bhullar  
Yadavindra Public School, Mohali



Aryaman Kapoor  
Hiranandani Foundation School, Mumbai



Jeeya Ahuja  
Udgam School for Children, Ahmedabad



Reyansh Juneja  
Sanskriti School, Delhi



CYLO Tag  
₹4,500



CYLO Vision  
₹3,000



CYLO MISC  
₹760



# Student Reflections

“

Selldora began as an idea, but the Dropshipping Challenge made it real. I learned to design smarter, target better, and sell with intent. Hitting ₹16+ lakhs in revenue proved what's possible with precision and persistence.

—— Saiansh Gupta



“

What started as the First Paycheck Challenge became my gateway into building Rew Bharat. We blended culture with commerce crafting ethnic pieces that resonate globally. From local vendors to international buyers, every step deepened my belief in India's creative power.

—— Rudraksh Rathore



“

The Dropshipping Challenge was the perfect launchpad for Khuraak. We weren't just selling snacks, we were shaping a healthier lifestyle. From finding the right vendors to hitting 12x ROAS, we learned to lead with both numbers and purpose.

—— Parag Jain



“

Building Wellth Gummies taught me how to blend wellness with global commerce. From navigating international logistics to scaling through digital ads, every challenge helped us sharpen our strategy. It's been a crash course in real-world entrepreneurship.

—— Shabad Saxena

“

Building Mellovia during the Dropshipping Challenge was more than a project it was a mindset shift. We turned our passion for sustainability into a real business and proved that conscious brands can be profitable. Every step, from sourcing to social media, taught us to build with purpose.

—— Ananya Kulshresth



“

The Mela Day taught us how chaotic retail can be. We learned to negotiate, pitch live, and track real-time sales. Unforgettable experience!

—— Gunjan Kaur Dhillon





# Awards & Recognition

Performance-Based Awards



# Special Category Awards



\*Revenues calculated basis collections till the Dropshipping Mela day\*



REVENUE

CAMPAIGNS

BUSINESS

DROPSHIPPING

FOR ANY QUERIES, CONTACT



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