

2025



14 STARTUP PITCHES, 150+ VCS

THE VIP
DEMO DAY!

COHORT
2024-25



Venture Initiation Programme

DEMO DAY

Meet Masters' Union's Top Startups of 2025

Building across categories from Spice Blends
& Perfumes to Web3 and AI

Angels & VCs in Attendance



any many more..

Startups by PGP TBM

backed by Masters' Union with
infusion of over INR **60Lakh+**



Highlights

Startups	Website	Sector	Revenue
Cryptique	cryptique.io	Artificial Intelligence / Web3	₹1,08,00,000+
Flourish Foods	flourishfoods.in	Functional Foods / Consumer Health	₹75,000+
Bambaii Foods	bambaii.in	Packaged Snacks / Healthy FMCG	₹12,00,000+
Guardex	guardex.ai	AI Surveillance/ Enterprise Saas	Pre-revenue
Bana Roma	banaroma.com	QSR / Modern Indian Food	₹7,00,000+
Spawn Right	spawnright.gg	Gaming / Esports	Pre-revenue
Yango	yango.in	Kids health & Nutrition	₹33,000+
Saaha India	saahaindia.com	Luxury Craft / Cultural Commerce	₹5,50,000+
True Brands India	truebrandsindia.com	Sustainable Fashion Inventory Commerce	₹1,22,000+
Mom's Mixes	momsmixes.com	Packaged Foods/ Clean - Label Spices	₹2,40,000+
Kaze	drinkkaze.com	Alcoholic Beverages / Calorie -Conscious RTD	Pre-revenue
Joyzee	joyzee.in	Child Nutrition/ Health & Wellness Brands	Pre-revenue
Pixel - School of Fashion	pixelschool.co	Education / Fashion Entrepreneurship	₹8,00,000+
Monarque	monarque.co.in	Beauty & Fragrance / Affordable Luxury	₹4,99,000+



Founders: [Akshit Varsani](#) & [Parth Agarwal](#)



CRYPTIQUE

Cryptique

Sector: Artificial Intelligence / Web3

- Real-time, end-to-end user journey tracking for Web3 businesses, addressing the gap in existing MarTech tools for on-chain conversions.
- Behavioral and conversion data-driven insights, allowing companies to build wallet and user cohorts for more targeted strategies.
- Enabling informed decision-making, enhancing marketing effectiveness and improving ROI for Web3 companies.

Total Revenue: ₹1,08,00,000+



Flourish

Sector: Functional Foods / Consumer

- Lab-certified, nutritionally enhanced atta blended with natural ingredients like beetroot, spinach, and fenugreek for improved health benefits.
- Maintains taste, texture, and cooking methods, allowing families to easily upgrade their nutrition without altering their routines.
- Available across multiple platforms, including Amazon, Swiggy Minis, and retail stores in Hyderabad, making it easily accessible for consumers.

Total Revenue: ₹75,000+



Founders: [Nikhil Sharma](#), [Vedang Rastogi](#), [Dilip Kumar](#) & [Sarathak Kothari](#)



Founders: [Gaurav Dasgupta](#), [Srishilesh PS](#), [Anushka Garg](#) & [Divesh Aror](#)



Bambaii Foods

Packaged Snacks / Healthy FMCG

- Health-conscious snacks catering to the emotional and cultural snacking habits of urban and semi-urban populations.
- This address the rising diabetes rates in India, driven by poor eating habits and unhealthy snacking.
- Available across all digital and retail channels, ensuring easy access for health-conscious consumers nationwide.

Total Revenue: ₹12,00,000+



Guardex

Guardex

Sector: AI Surveillance / Enterprise SaaS

- Improves business surveillance efficiency by transforming underutilized CCTV systems into proactive, real-time risk detection and compliance enforcement tools.
- Detects risks, ensures compliance, and generates actionable visual reports without the need for new hardware, optimizing existing CCTV infrastructure.
- Pilot commitments from major brands like Bisleri, Lotus, and Sharda, validating the solution's effectiveness and market potential.

Founders: Naman Jain



Bana Roma

Sector: QSR / Modern Indian Food

- Reimagines Banarasi street food for a modern audience by blending traditional flavors with innovative, fusion-forward formats like chaat tacos, kulcha sliders, and mithai shots.
- Caters to younger, health-conscious consumers by ensuring fast, clean, and visually appealing dining experiences that preserve the authentic taste of Banaras.
- Positions itself as a regional innovator in the Western-dominated QSR space, bringing unique cultural offerings to mainstream menus.



Founders:
Apoorv Kathuria

Total Revenue: ₹7,00,000+



Spawn Right

Spawn Right

Sector: Gaming / Esports

- Unified platform for Indian mobile e-sports, consolidating live scores, tournament schedules, and ranked leaderboards into a single, easy-to-navigate experience.
- Improves discoverability and engagement by streamlining content, data, and community interactions, addressing fragmentation in the current e-sports landscape.
- Plans to expand into fantasy e-sports and player analytics, with monetization opportunities through coins, subscriptions, and brand.

Founders:
Lokesh Gaingde, Sanjana Nair

Grants Raised: ₹1,00,000+



Yango

Sector: Kids health & Nutrition

- Nutrition and wellness brand focused on children, addressing modern health issues like lactose intolerance, micronutrient deficiencies, and pre-diabetes through preventive solutions.
- Tailored to children's specific health needs, promoting healthier habits early to combat lifestyle-related health risks.
- Proactively addresses emerging health risks, helping families take charge of their children's wellness and build long-term healthy habits.

Founders:

[Sakshi Tuteja](#), [Vansh Chouraria](#), [Khushali Agarwal](#),
[Vani Kumar](#), [Gaurav Sharma](#) & [Sameer Maesala](#)



Saaha India

Sector: Luxury Craft / Cultural Commerce

- Curated, collectible craft brand that reimagines Indian craftsmanship for the global luxury market, focusing on exclusivity and high-value releases.
- Empowers artisans by owning the value chain, cutting out middlemen and ensuring fair earnings, while investing in design to elevate traditional crafts.
- Creates scarcity and exclusivity through limited releases, positioning Indian crafts as a premium offering in the global luxury market.

Total Revenue: ₹5,50,000+



Founders:

[Jaishree Soni](#), [Pragya Tandon](#),
[Dyuti Kumar](#) & [Shobhit Patodiya](#)



TRUE BRANDS
-INDIA-

True Brands India

Sector: Sustainable Fashion /
Inventory Commerce

- Rescues unsold surplus inventory by partnering directly with brands, offering consumers premium fashion at discounts of up to 60%.
- Addresses both waste and cost-efficiency issues by preventing excess garments from ending up in landfills and helping brands optimize their cash flow.
- Multi-channel model includes a website, pop-ups, social commerce, and WhatsApp CRM, ensuring broad reach and accessible, convenient shopping for consumers.

Founder: [Mukund Gupta](#)

Total Revenue: ₹1,22,000+

ive masala | India seeks
od regulators of Singapore, Hong

directed Indian embassies in both Singapore and Hong Kong to send a



Founders:
Anubhooti Jain



Mom's Mixes

Sector: Packaged Foods /
Clean-Label Spices

- Handcrafted, chemical-free spice blends that offer authentic, home-cooked flavors without preservatives, synthetic colors, or fillers.
- Jain-pure and traditional recipes, catering to conscious consumers who prioritize purity, authenticity, and health in their food choices.
- Built on trust and tradition, Mom's Mixes provides a clean, honest alternative for consumers seeking flavorful, natural spices.

Total Revenue: ₹2,40,000+



KAZÉ

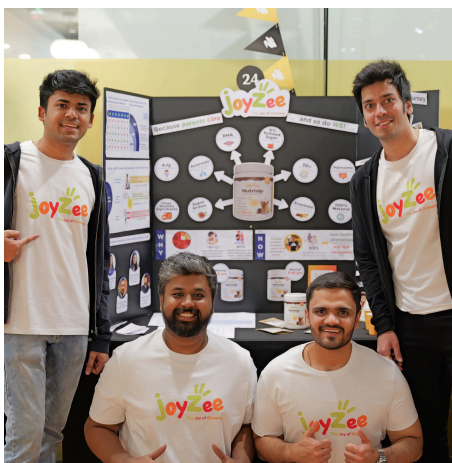
Sector: Alcoholic Beverages /
Calorie-Conscious RTD

- Zero-sugar, low-calorie hard seltzer with a 5% ABV, offering a guilt-free, refreshing alternative to traditional ready-to-drink (RTD) options.
- Well-balanced, flavorful profile designed for modern lifestyles, catering to consumers seeking flavorful indulgence without the sugar, bloating, or harshness.
- Perfect for mindful drinkers, KAZÉ appeals to a new generation focused on health-conscious, enjoyable drinking experiences.

Traction: 100+ trials, with 72%
preference rate



Founders:
Zaheen Khatri, Jugaad Bhatia &
Devansh Wadhwa



Founder: Ishan Goyal, Aryaraj Singh,
Rishab Bansal, Dr. Arjun Goswami &
Jatin Singla



JoyZee

Sector: Child Nutrition /
Health & Wellness

- Trusted, transparent child nutrition brand focused on bridging nutritional gaps with clean, science-backed products like Nutrisip.
- Nutrisip features zero refined sugar, high protein, DHA, super grains, and Ayurvedic herbs like Ashwagandha, supporting holistic child development.
- Aims to build a comprehensive range of impactful, honest products for children's health, starting with Nutrisip as a foundational, health-focused milk mix.

Total Revenue: ₹1,22,000+

the Fashion graduates in India find it
transform their ideas into business real

e of productivity loss during to no focus on Business education in
Fashion Schools



Founder: Ahsan Afroz

PIXEL
SCHOOL OF FASHION

Pixel - School of Fashion

Sector: Education /
Fashion Entrepreneurship

- Bridges the gap between design and business by combining fashion education with essential business skills, industry mentorship, and startup support.
- Empowers fashion students to build, launch, and scale their own brands, addressing the lack of business training in traditional fashion programs.
- Focuses on real-world startup support, ensuring graduates are equipped with the tools and knowledge needed for entrepreneurial success in the fashion industry.

Total Revenue: ₹8,00,000+

MONARQUE
FRANCE

Monarque

Sector: Beauty & Fragrance /
Affordable Luxury

- Unisex Extrait de Parfum with 30% oil concentration, offering bold, long-lasting fragrances designed to withstand Indian weather and last 12+ hours.
- Crafted with premium French ingredients, Monarque delivers high-quality, alcohol-free perfumes that break away from gender norms in the fragrance industry.
- Accessible everyday luxury, making long-wearing, high-performance scents available to a wider audience without the premium price tag of imported alternatives.

Total Revenue: ₹4,99,000+



Founders:

Sarthak Khanna, Muskaan Gangwal,
Abhinav Kapoor & Sanidhya Sinha

VC ENGAGEMENT FUNNEL

9.36%

Investors ready to
put angel cheques

70.01%

Positive responses

12.13%

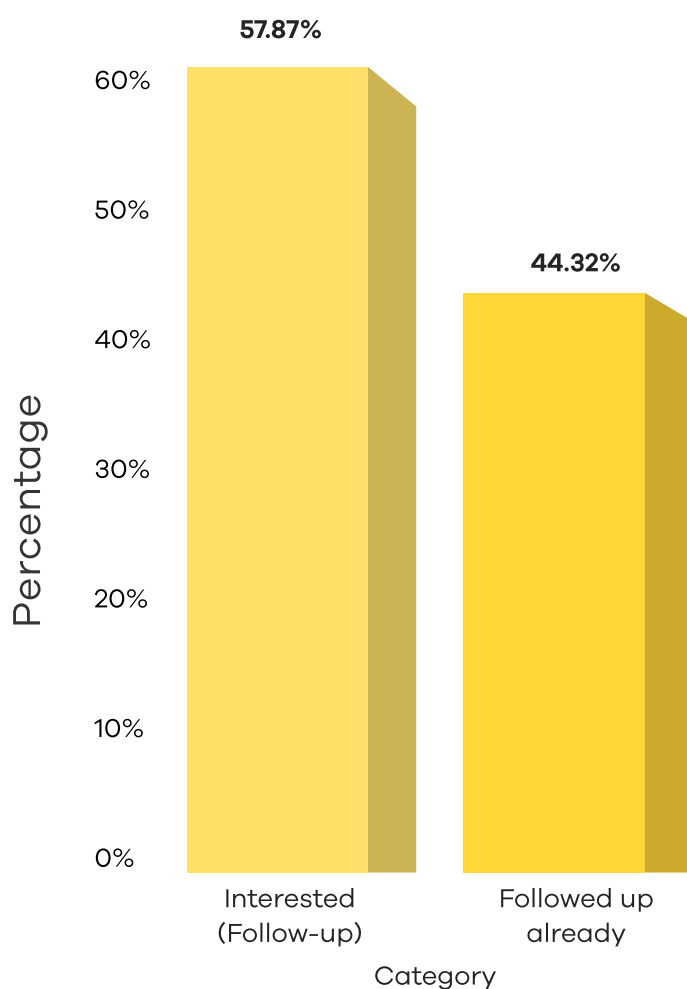
High conviction
(Investments)

36.21%

VCs ready to mentor
these startups

8/14

Startups are in active
conversations with
the VCs



Mentors



Pratham Mittal
Founder
Masters' Union



Saksham Kotiya
Associate Director
Masters' Union



Mansi Khandelwal
Manager - Outclass
Masters' Union



Sumit Vijapure
EIR- Outclass
Masters' Union



Mahak Garg
Ex- Director
Masters' Union



Jivraj Singh Sachar
Founder
Indian Silicon Valley Capital



Anshita Mehrotra
Founder & MD
Fix my curls



Jayant Singhal
Venture Capitalist
Trifecta Capital



Alok Anand
Venture Capitalist
Sorin Investment



Sanil Sachar
Co founder & Partner
Huddle Ventures



Mohini Ray
Fund Manager
Varnm Global



Keshav Jajodia
Principal Advisor
Windy Street



Shubham Jain
Venture Capitalist
Sinar Mas Group



Kashish Sharma
CEO
Equity List



Gautam Marwah
COS
Kae Capital



Yash Vardhan Kanoi
Partner
Alter Global



Kartik Mehta
Vice President
WaterBridge Ventures



Niyati Raval
Lead - Consumer Investments
JSW Ventures



Yogakshem Dangi
Investment Associate
Bay Capital



Shreyansh Salecha
Investment Team
Good Capital

Testimonials





"I came in expecting good ideas, but what I saw were real businesses. Students with traction, customers, and actual revenues. The ambition in that room was electric. This is what business education should be."

Divya Gupta

Director, Aavishkar Capital



"Mentoring the startups was genuinely rewarding. From reinventing Indian snacks to curating marketplaces, the diversity was remarkable. These aren't just student ventures they're future game-changers."



Alok Patra Anand

VP, Sorin Investment



"An inspiring evening. Would love to stay more engaged with these driven student-founders, they're building with clarity and purpose. This is where the next wave of agri-tech and consumer innovation begins."

Shubhadeep Sanyal

Partner, Omnivore

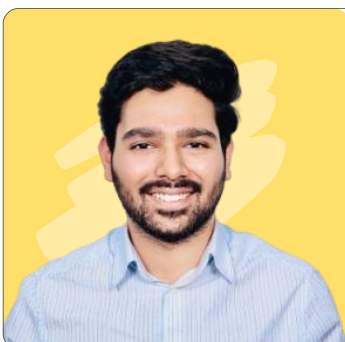


"Masters' Union has created a fantastic platform. For us investors, it's a window into ambitious, well-prepared startups solving real problems at the grassroots."



Shishir Maheshwari

MD, Eversource Capital



"Guardex caught my eye instantly. Having followed this space before, I could see a unique perspective and potential here. Kudos to the Masters' Union ecosystem for nurturing such focused innovation."

Reetik Agarwal

Portfolio Manager, Antler





"The depth of problem-solving and thought process behind the pitches was outstanding. It was evident the teams weren't just presenting, they were solving problems that mattered to them personally."

Pratik Ahuja

Investment Associate, Inflexor Ventures



"This was my first visit to Masters' Union, and it was nothing short of impressive. The level of polish and strategic thinking in the pitches speaks volumes about the quality of mentorship and hustle here."



Aaditya Agarwal

Investment Professional, Steadview Capital



"Spoke to many founders post-pitch and was blown away by the clarity they had on their business and vision. It's rare to find such maturity this early. Already looking forward to the next one!"

Vedant Kalia

Investment Analyst, She Capital



"As both an investor and a consumer, Monarque stood out to me. The founder's passion was palpable, and it reflected beautifully in her pitch and products. Truly a refreshing and memorable brand."



Rishika Madan

Investment Professional, 12 Flag Groups



"The moment I walked in, the energy was electric. Every founder brought not just an idea, but deep conviction and passion. It's rare to see such drive in early-stage entrepreneurs; this room was full of it."

Tanishk Shively

VC, Eximius Ventures





"It was a joy to see ideas transform into real businesses. What impressed me most were the stories behind startups like Kaze and Saaha, rich narratives that can truly move markets. The pitches were not just sharp, but full of heart."

Hari Krishan

MD, Publicis Groupe



"The culmination of 11 months of grit was visible in every pitch. The vibe, the effort, and the excitement all came together to create an unforgettable experience. This day will stay with me."



Jayant Singhal

Investment Professional, Trifecta Capital



"The level of innovation and business acumen on display was truly refreshing. From sharp product thinking to go-to-market clarity, the pitches reflected deep insight and preparation."

Ayush Garg

Head Investors Relation, Innova Captab

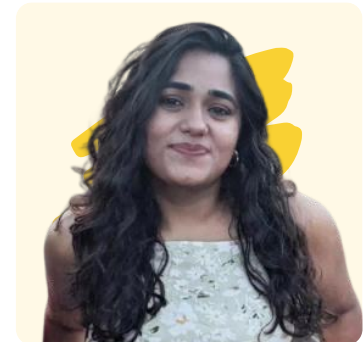


"I've been mentoring some of these founders since their pre-seed days, and seeing their growth unfold on Demo Day was incredibly fulfilling. The progress they've made in just 7-8 months is exceptional, it's a testament to their relentless effort and sharp execution."



Vishakha Purohit

Investment Analyst, 100Unicorns



"I walked in expecting student projects but what I witnessed were real founders solving real problems, generating revenue, and actively raising capital. The energy in the room genuinely took me by surprise, it felt more like a founder-investor summit."

Vatsal Dusad

VP, Avaana Capital





"Each founder came in with clarity, confidence, and sharp preparation. These didn't feel like student pitches; they felt like early-stage startups ready for the real world. Truly impressive maturity across the board."

Hetal Sonpal

Angel Investor, Advisor & Mentor



"The pitches were so refined and on point that it was hard to believe this level of work was achieved in just 9–10 months. The training and mentorship these students have received is truly exceptional, kudos to the Masters' Union for building such a strong foundation."



Harsh Joshi

Investment Professional, Gray Matter Capital



"The founders came in well-prepared with sharp, structured pitches. The clarity and conviction they showcased were impressive I'd love to mentor and work with some of them going forward. Great work by the entire team!"

Rashi Kohli

Founder's Office, Rezo.ai

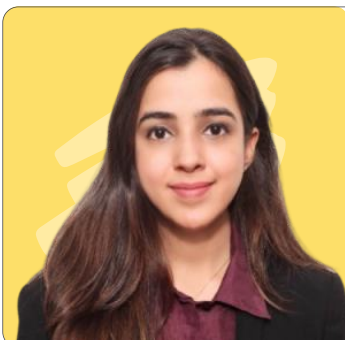


"I found some of the problem statements genuinely compelling, especially those being tackled by Cryptique, Guardex, and Spawnright. A lot of meaningful progress has been made since the ideation stage."



Sahil Dhingra

VP, Info Edge Ventures



"Some of these founders really surprised me, not just with their ideas, but with how grounded and coachable they were. You don't always see that this early. There's real potential here."

Harika Sabharwal

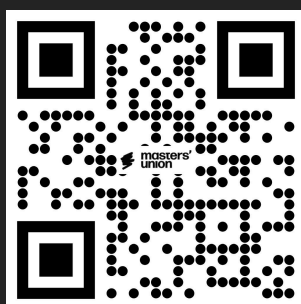
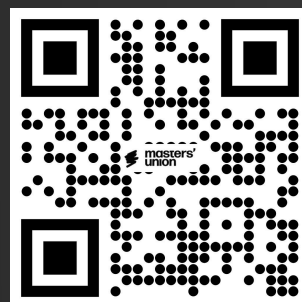
Investment Professional, Sixth Sense Ventures







Scan to experience the detailed pitch of each startup.



Scan to get a glimpse of Demo Day!