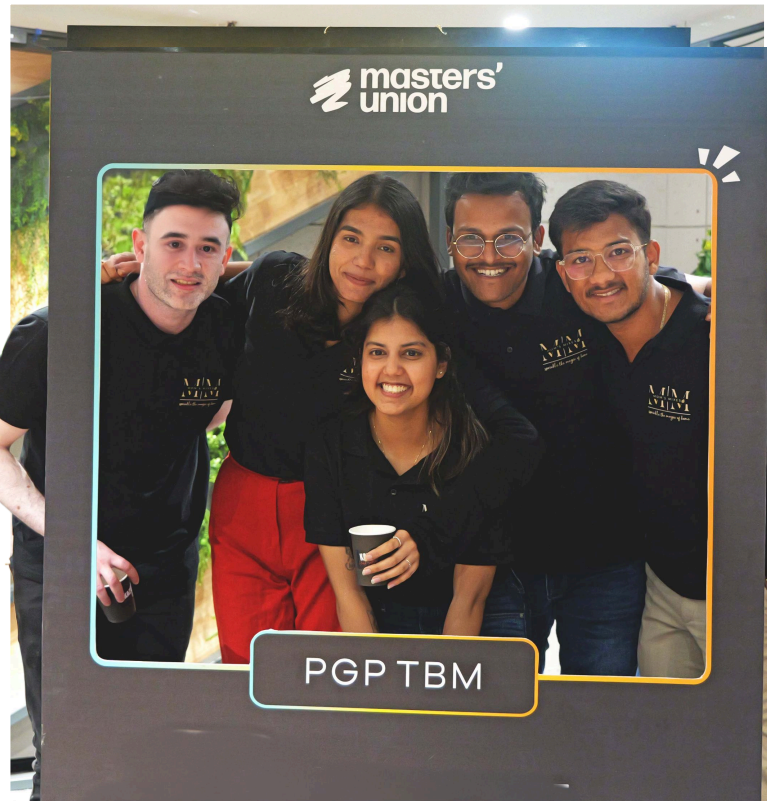




TOP STARTUPS OF MASTERS' UNION

COHORT OF 2025



A glimpse into
the ventures built
on campus.

MONARQUE

FRANCE

Monarque is an Indian Luxury Fragrance Brand that offers excellent-quality, long-lasting and unisex perfumes. Our exquisite collection focuses on quality and accessibility, without compromising on experience.

Highlights:

- ✦ Rare Extrait de Parfum: 30% concentration for intense, long-lasting wear
- ✦ Super Long-Lasting: 12+ hours of longevity with exceptional projection and sillage for Indian Weather
- ✦ 100% Unisex: Fragrances have a profile, not a gender
- ✦ French-Quality Ingredients: Sourced from the world's fragrance capital (Grasse, France)
- ✦ Luxury in Every Detail: Premium packaging that feels as good as it looks

The Problem

Most affordable perfumes in India are weak, alcohol-heavy, and disappear within hours. The market is split between cheap, deodorant-like scents and overpriced imports that are unaffordable for everyday use. On top of that, many perfumes are not made for Indian weather, lacking the strength to last in our heat and humidity. Consumers want bold, long-lasting fragrances, but current options fall short. The industry is still gendered, limiting choices for modern men and women.

The Solution

We offer high-quality, unisex Extrait de Parfum with 30% oil concentration for 12+ hour longevity, designed to perform in Indian weather. Crafted with French ingredients, our perfumes are bold, built for everyday wear—luxury made accessible.

Team Members

Muskaan Gangwal | Sarthak Khanna | Abhinav Kapoor | Sanidhya Sinha



- ✦ India's first business & entrepreneurship-focused fashion school.
- ✦ Admissions are already halfway through.
 - Received 171 applications, including 8 international applicants.
 - 10 students finalized so far — 9 Indians + 1 international.
 - All selected without offering any scholarships.
 - Originally planned for a 10-student Cohort 1, but we may scale up to 13–15 based on ongoing interviews.
- ✦ The gap we're solving:
 - Most fashion schools in India focus only on design.
 - They oversell "exposure" while delivering poor outcomes — weak placements and no entrepreneurial ecosystem.
 - At Pixel, we've taken a business-first approach to fashion education.
- ✦ Practitioner-led model:
 - Curriculum taught by industry professionals from Apple, Louis Vuitton, Nike, Mercedes-Benz, Lakmé Fashion Week, and more.
- ✦ Launched a 90-Day Fashion Entrepreneurship Program.
 - The top 3 startups from each cohort are incubated in the Pixel Startup Lab.

The Problem

Every year, over ₹30,000 crore is spent on higher fashion education in India. Yet, more than 80% of fashion graduates struggle to build startups because design alone isn't enough to turn an idea into a business.

The Solution

Pixel bridges the gap by combining design with business education, industry mentorship, and real-world startup support — giving fashion students the tools to build, launch, and scale their own ventures.

Team | Ahsan Afroz Khalique

PIXEL SCHOOL OF FASHION

Introducing

Fashion Entrepreneurship Program

✓ 1:1 Mentorship

✓ Build your own Fashion Startup

✓ Funding Opportunities

✓ Hands-on Curriculum

Curriculum taught by Industry leaders from



MRR

₹211,936.00

Top ideas get Cash Grants of INR 3,00,000

www.pixelschool.co



- ✦ **Tackles Urban Child Nutrition Gap:**
Addresses widespread dietary deficiencies as parents increasingly seek genuinely healthy alternatives.
- ✦ **Promotes Healthy Growth & Development:**
Delivers high protein, DHA, super grains, Ashwagandha, and 20+ essential nutrients for overall well-being.
- ✦ **For Health-Conscious Parents:**
Targets discerning urban families demanding transparency and truly beneficial products for their children.
- ✦ **Unique Selling Propositions:**
 - Zero Refined Sugar: Sweetened with Monk Fruit for no unhealthy sugar spikes.
 - Ayurveda-Infused: Features a brain-boosting Ayurvedic blend and DigeZyme for easy digestion.
 - Clean & Pure: No preservatives, artificial, maltodextrin, or vegetable oils.
- ✦ **Expert-Formulated & Credible:**
Developed by a diverse founding team (including a doctor and nutrition expert) and guided by medical advisors, ensuring trust and scientific backing

The Problem

Urban Indian children face widespread nutritional gaps, and parents lack a trusted, comprehensive source for genuinely healthy, transparently labeled food solutions. The market is saturated with misleading "health" products, creating a need for a reliable child nutrition company.

The Solution

JoyZee is committed to becoming a complete child nutrition company, starting with Nutrisip, our foundational protein and nutrition milk mix. Nutrisip addresses immediate dietary concerns with its ZERO refined sugar (Monk Fruit sweetened) formula, high protein, DHA, super grains, Ashwagandha, and Ayurvedic herbs for clean, effective development. This is the first step in our mission to provide a range of honest, science-backed nutritional products for overall child wellness.

Team Members

Aryaraj Singh | Arjun Goswami | Ishan Goyal | Jatin Singla | Rishab Bansal

Quora (Monthly)
122k+ content views





Startup Overview

- ✦ **Product:**
5% ABV, zero sugar, low-calorie hard seltzer in four flavour variants
- ✦ **Category:**
Positioned between sugary RTDs and harsh spirits — designed for guilt-free, everyday drinking
- ✦ **Target Audience:**
Image-conscious, health-aware consumers who want indulgence without compromise
- ✦ **Go-To-Market:**
Cultural tastings, guerrilla activations, and streetwear-led surrogate campaigns
- ✦ **Differentiator / USP:**
We're not just launching a drink — we're inserting it into culture. From 2AM Ubers to art galleries and fashion drops, KAZÉ becomes part of how people live, not just what they drink.

The Problem

Consumers want flavourful, easy-to-drink alcohol without the sugar, bloat, or guilt but current RTDs are either too sweet or too harsh.

The Solution

KAZÉ is a 5% ABV, zero sugar, low-calorie hard seltzer that offers guilt-free indulgence with refreshing flavours crafted for modern, health-aware lifestyles.

Team Members

Zaheen Khatri | Jugaad Bhatia | Devansh Wadhwa



Traction

100+ trials completed, 72% preference rate



- ✦ Mom's Mixes is a mother-daughter-led spice brand from Agra, crafting handmade, preservative-free spice blends inspired by traditional Jain cooking.
- ✦ We offer Everyday-use Masalas + Seasonal Mixes (like Thandai & Shikanji), designed to bring home-style taste to modern kitchens.
- ✦ Our USP lies in "Mom-Made" purity — no chemicals, no shortcuts, just the flavours of a real Indian kitchen.
- ✦ We're B2B & D2C driven — supplying to restaurants, tiffin services & homes across India, with same-day delivery in Delhi NCR.
- ✦ Jain Pure + Lab-tested ingredients, handcrafted in small batches for consistent quality and authenticity.

The Problem

Most mass-market spice brands contain preservatives, synthetic colours, and chemical fillers, compromising health and authenticity.

The Solution

Mom's Mixes offers handcrafted, chemical-free, Jain-pure spice blends that deliver real flavour, safety, and the warmth of home-cooked meals — bridging the gap between tradition and trust.

Team Members

Anubhooti Jain | Yuvraj Soni | Vanshika Chawla | Madhu Jain (Mom)



TRUE BRANDS -INDIA-

What Makes TrueBrands India Different?

- ✦ **Authentic, Brand-Verified Inventory:**
TrueBrands sources only new, idle surplus directly from fashion brands—no returned, rejected, or second-hand products—ensuring full product trust.
- ✦ **Affordable, Premium Fashion:**
Customers get access to premium, authentic fashion at up to 60% off, made possible through verified quality and transparent pricing.
- ✦ **Sustainability at the Core:**
By giving unsold inventory a second life, TrueBrands actively contributes to reducing fashion waste and landfill impact, promoting conscious consumption in India
- ✦ **Omnichannel Trust Building:**
The platform combines online convenience with offline credibility via curated pop-ups, retail store activations, and social discovery.
- ✦ **Community-Led Growth Engine:**
TrueBrands grows organically by tapping into user-generated content, micro-influencer styling, and WhatsApp CRM to drive retention and advocacy.
- ✦ **A True Win-Win Model:**
Brands recover blocked value and protect their equity, while shoppers gain access to high-quality fashion at fair prices.

The Problem

Millions of brand-new clothes go unsold every year—sitting idle in warehouses, blocking cash flow for brands, or ending up in landfills and polluting the planet. At the same time, aspiring consumers across India lack access to premium, high-quality fashion at prices they can afford.

The Solution




TrueBrands India partners directly with brands to rescue surplus, brand-new inventory and makes it available to customers at up to 60% off through a multi-channel model—including our website, pop-ups, social commerce, and WhatsApp CRM.

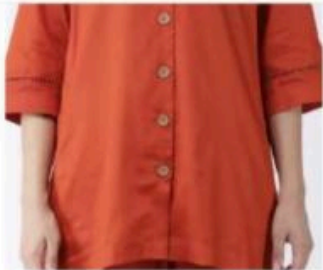
Team Member

Mukund Gupta


TRUE BRANDS
-INDIA-

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   [Partner with us](#)




Basic20r women's co-ord set
Compare at Rs. 1,500.00
Rs. 699.00



bold digital zebra print Zephyr Dress
Compare at Rs. 1,199.00
Rs. 399.00



Classic Camel Brown Shirt
Compare at Rs. 999.00
Rs. 399.00



Comfortable summer Co-ord set
Compare at Rs. 1,399.00
Rs. 699.00

B2B
₹21,200.00

Market Place
₹35,325.00

Retail
₹64,849.00

Total
₹121,374.00



Saaha is a collectible luxury brand, reviving Indian art forms as limited-edition, high-concept objects. Every product is:

✓ Rooted in real stories

✓ Released only to our invite-only Collector's Circle

✓ Numbered, signed by artisans, and priced with healthy margins

We own the entire value chain — from design and storytelling to distribution — and pay artisans 30% more than industry average.

The Problem

- + India holds the world's largest artisan base and 3,000+ craft forms yet contributes <2% to the global luxury market.
- + World has validated Indian craftsmanship—just not in India's name
- + 98% of artisans lack digital access, and 95% earn less than ₹200/day, stuck in an outdated, middlemen-driven supply chain.
- + These art forms are poorly documented, inadequately designed for modern consumers, and at risk of disappearing.

The Problem

The solution is not just “sell craft.”

It is to restructure how Indian craft is produced, priced, perceived, and passed on

Build a curated, collectible craft brand. Own the value chain to bypass middlemen. Create scarcity and desirability through controlled distribution. Invest in product innovation and design language. Build trust through documentation and authentication. Leverage strategic visibility—not mass marketing

Team Members

Jaishree Soni | Pragya Tandon | Dyuti Kumat | Shobhit Patodiya





We are building nutrition & wellness brand for kids, where products are specifically formulated for kids, based on scientific research, their current diet & changing lifestyle. In past few years we have seen wellness sector growing exponentially as people post Covid19 have started taking care of their preventive health. But Indian kids remain equally unhealthy today led by changing lifestyle, genetics, undernourishment, pre diabetic, lactose intolerance and many more. Hence, we are building a wellness brands for kids where modernized solutions will be provided for kids and unlike existing brands we have similar ingredients for every age group, our ingredients change based on child's need and biological growth over the years. For example- a child brain develops by 95% by the age of 6, hence our 3-6 year product offers solutions which tackles to cognitive ability along with other nutrients, 7-12 we have specifically focused on physical growth & calcium of a child.

The Problem

Indian kids are equally unhealthy today as a young adult is- Lactose intolerance, micronutrient deficiencies, pre-diabetes all are equally there in a child because of changed lifestyle, poor genetics etc.

The Solution

We want to build a nutrition & wellness brand for kids providing preventive solutions to their current health problems.

Team Members

Sakshi Tuteja | Vansh Choraria | Khushali Agarwal | Vani Kumar Gaurav Sharma | Sameer Maesala



Online Sales
₹24,466.00

Revenue
₹32,316.00

Gross Profit
₹16,804.32

Net Profit
₹10,224.32



Spawn Right: India's First Esports Analytics Platform

- ✦ Spawn Right is building the definitive destination for India's rapidly growing esports audience, a unified platform where gamers can seamlessly track live scores, tournament listings, and player leaderboards across titles like BGMI, Valorant, and CS:GO.
- ✦ In a space long dominated by fragmented Discord servers, Instagram updates, and manual registration flows, Spawn Right delivers a streamlined, real-time experience for competitive gamers and esports enthusiasts. With over 150 million gamers in India, the platform positions itself at the intersection of utility and community, capturing a generation that consumes, competes, and creates around the games they love.
- ✦ Its core differentiator- We are Cricbuzz, but reimagined for the esports generation. Spawn Right isn't just showing scores, it's building the data and engagement backbone for India's next 100 million esports gamers.

The Problem

India's 150 million gamers remain underserved by esports infrastructure. Despite the massive player base and growing interest in competitive titles like BGMI, Valorant, and CS:GO, gamers today rely on a fragmented web of YouTube streams, Discord channels, and informal tournament pages to stay updated. This lack of a centralized, reliable platform creates poor discoverability for tournaments, inconsistent user engagement, and limited monetization opportunities for brands, organizers, and teams.

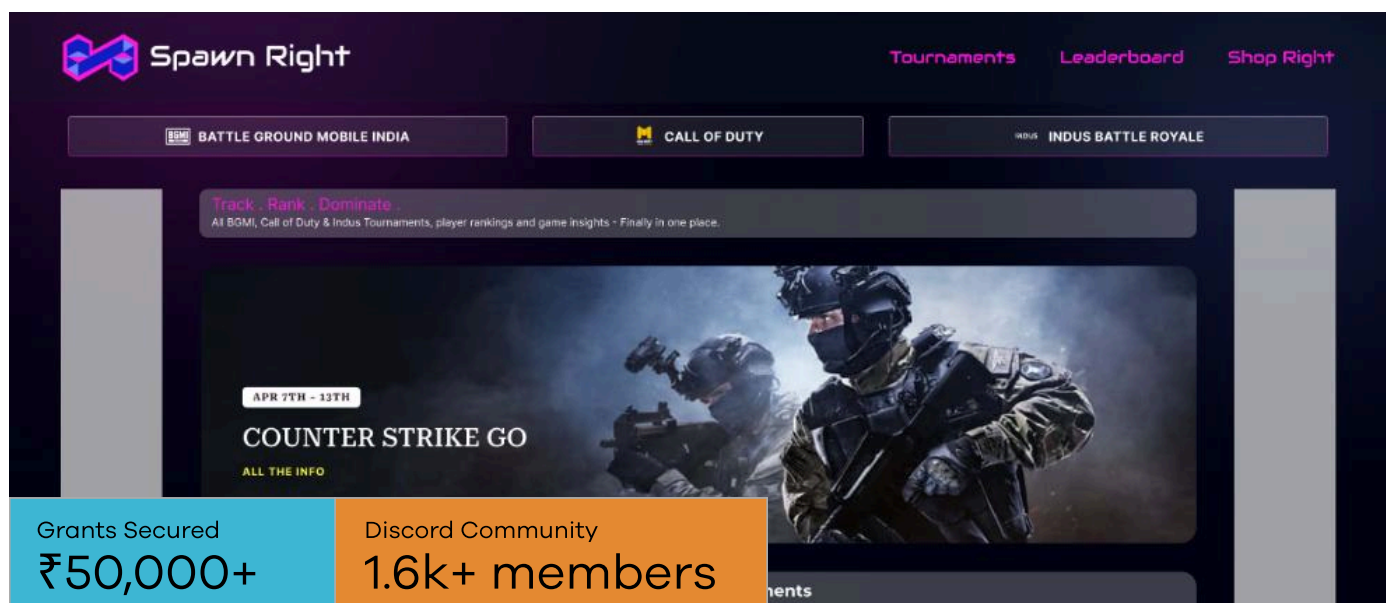
The Solution

Spawn Right addresses this fragmentation with a unified platform built specifically for mobile esports. Gamers can now track live scores, tournament schedules, and ranked player leaderboards, all in one place. By combining real-time content with structured data and community engagement layers, Spawn Right becomes the central nervous system of Indian mobile esports. In its next phase, the platform will launch a fantasy esports engine and player analytics dashboard, opening up new monetization channels through coins, subscriptions, and branded fan engagement.

Team Members

Lokesh Gaingade

Sanjana Nair





- ✦ India's first QSR brand rooted in Banarasi street food—offering iconic regional dishes with modern presentation and fast service.
- ✦ Fusion-forward menu featuring innovative formats like Tamatar Chaat Tacos, Baati Sliders, and Mithai Shots to appeal to younger, urban consumers.
- ✦ Centralized kitchen and semi-assembled dispatch model that ensures hygiene, speed, and taste consistency across multiple outlets.
- ✦ Deep cultural branding infused in product design, storytelling, and visual identity—celebrating the essence of Banaras in every bite.

USP- BanaRoma is building India's first QSR platform that transforms culturally rich, underrepresented cuisines like Banarasi street food into scalable, tech-enabled, and youth-oriented food experiences—delivered with the speed of fast food and the soul of tradition.

The Problem

India celebrates its regional cuisines, yet few have evolved into scalable, modern formats. Banarasi street food—rich in culture and nostalgia remains, unstructured, unhygienic, and confined to local lanes. For younger consumers seeking fast, clean, and creative options, it's virtually absent from mainstream menus. Meanwhile, India's QSR space is crowded with Western formats, leaving a wide-open gap for bold regional innovation.

The Solution

BanaRoma reimagines Banarasi street food for the next generation. We preserve core flavors but present them in bold, fusion formats like chaat tacos, kulcha sliders, and mithai shots—designed for speed, hygiene, and visual appeal. Backed by a scalable QSR model and a strong cultural narrative, we make regional Indian food both aspirational and accessible.

Team Members

Apoorv Kathuria | Rohan Kathuria | Bhavya Kathuria | Dhaanya Arora Kathuria | Palak Dua



Total Revenue
₹6.7 Lacs

Customers Served
2000+

Average Daily Revenue:
₹14,444

EBITDA
27.5%



Guardex is an AI-first platform that transforms underutilized CCTV networks into real-time, intelligent infrastructure for operations, security, compliance, and efficiency.

- ✦ It integrates seamlessly with existing camera systems — no new hardware needed — and works across factories, warehouses, logistics hubs, and retail chains.
- ✦ The system uses advanced computer vision and edge AI to detect a wide range of events: from theft and safety violations to idle time, shift discipline, equipment misuse, and more.
- ✦ Generates automated, visual reports and actionable insights to support daily audits, remote oversight, and enterprise-wide accountability.
- ✦ Guardex transforms passive CCTV into an intelligent control layer — delivering real-time clarity, not just footage. It's surveillance that doesn't just watch, but thinks, detects, and drives decisions.

The Problem

Most CCTV systems in India are underutilized — they record but rarely inform. Businesses face theft, safety lapses, and operational blind spots due to manual monitoring and delayed audits.

The Solution

Guardex converts existing CCTV into a real-time AI assistant that detects risks, enforces compliance, and delivers actionable visual reports — enabling smarter, faster decisions without new hardware.

Team Members

Naman Jain | Aniket Goel

Finally, a Dashboard That **Thinks Like You Do**

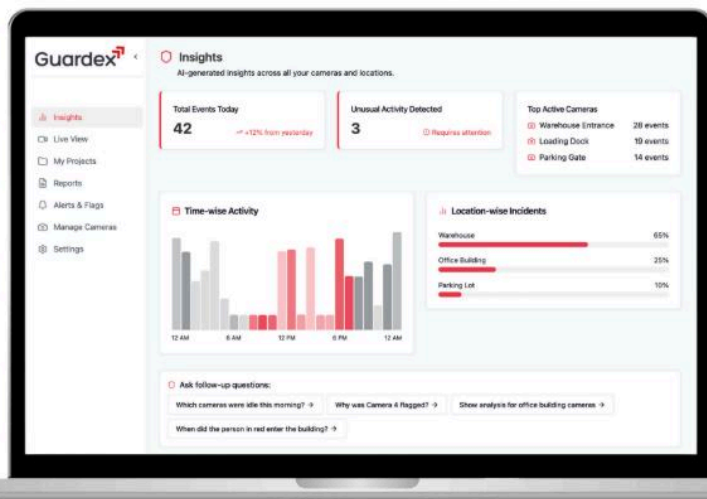


Easy to Understand

Quick Incident
Visibility

Fast Navigation

Simple Search &
Filter



Clear Visual Reports

Clean, Intuitive
Interface

Real-Time Clarity

Effortless Multi-Site
Control

Pilot commitments

Bisleri



SHARDA





Bambaii Foods is a better, cleaner and healthier version of Haldirams. We specialize in Indian ethnic snacks, made nutrient rich specifically targetted to cater to the largely spice based taste pallate of India. Our USP, apart from being clean and healthy, is the taste. We have been able to maintain and mimic the same taste that India is used to, with crispy textures and spicy flavours, but our snacks are light, non-bloating and uses no artificial preservatives

The Problem

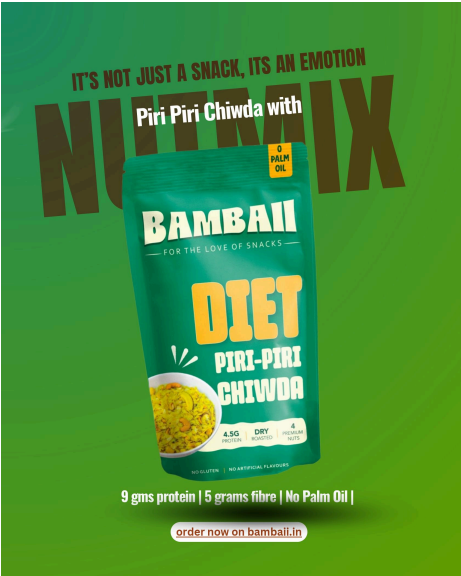
India is the diabetes capital of the world, because of our largely poor eating habits. One of the major cause of this is snacking. But snacking is also an emotion, which is difficult to replace. Along with this, there is now a wave among the urban and semi urban population to find healthier alternatives to common food items.

The Solution

We realized that while chips, and icecream have gone through the "better-for you" makeover, surpassing incumbent & unhealthy brands, Indian ethnic snacks, which consists of about 47% of Indian snack consumers, don't have many options. Hence Bambaii comes into picture.

Team Members

Gaurav Dasgupta | Srishilesh PS | Anushka Garg | Divesh Arora



Total Sales ₹7,87,500.00	PAT ₹59,000.00
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Flourish is reinventing everyday atta by infusing it with real vegetables like beetroot, spinach, and fenugreek—bringing essential micronutrients into daily Indian meals.

Our flours are lab-certified to contain:

✓ Up to 15x more iron

✓ 34% lower glycemic index

✓ 16% more protein than regular wheat flour

✦ Available on Amazon, Swiggy Minis, and in retail stores across Hyderabad. We're also attracting interest from major retail chains like Ratnadeep.

✦ *"Everyday Nutrition. No Habit Change."*

We bridge the gap between traditional eating habits and modern nutritional needs by delivering functional health through familiar foods.

The Problem

In most Indian households, wheat flour (atta) is a daily staple. However, regular atta lacks key micronutrients like iron, protein, and fiber leading to fatigue, anemia, and hidden hunger, especially among women and children.

The Solution

Flourish enhances traditional atta by blending it with nutrient-dense vegetables like beetroot, spinach, and fenugreek. This creates a lab-certified, healthier alternative that retains the same taste, texture, and cooking methods—allowing families to improve nutrition without changing their meals.

Team Members

Nikhil Sharma | Vedang Rastogi | Sarthak Kothari | Dilip Kumar | Chef Sonam Sharma (External)



Realised Sales

₹55,209.00

Deferred Sales

₹13,145.00

Debtors

₹6,692.00

Total

₹75,046.00



CRYPTIQUE

Cryptique is an intelligent analytics platform for Web3 businesses. We help them attribute and understand the entire user journey — from the first off-chain touchpoint to final on-chain conversion.

- ✦ Our platform enables businesses to build wallet and user cohorts based on actual behavior and conversion data, allowing them to make data-driven decisions that fuel enterprise growth.
- ✦ Our key differentiator is CQ Intelligence — our proprietary Vertical AI Agent trained to know everything about your business in real time. Think of it as your digital CMO it doesn't just understand your data, it acts on it.

The Problem

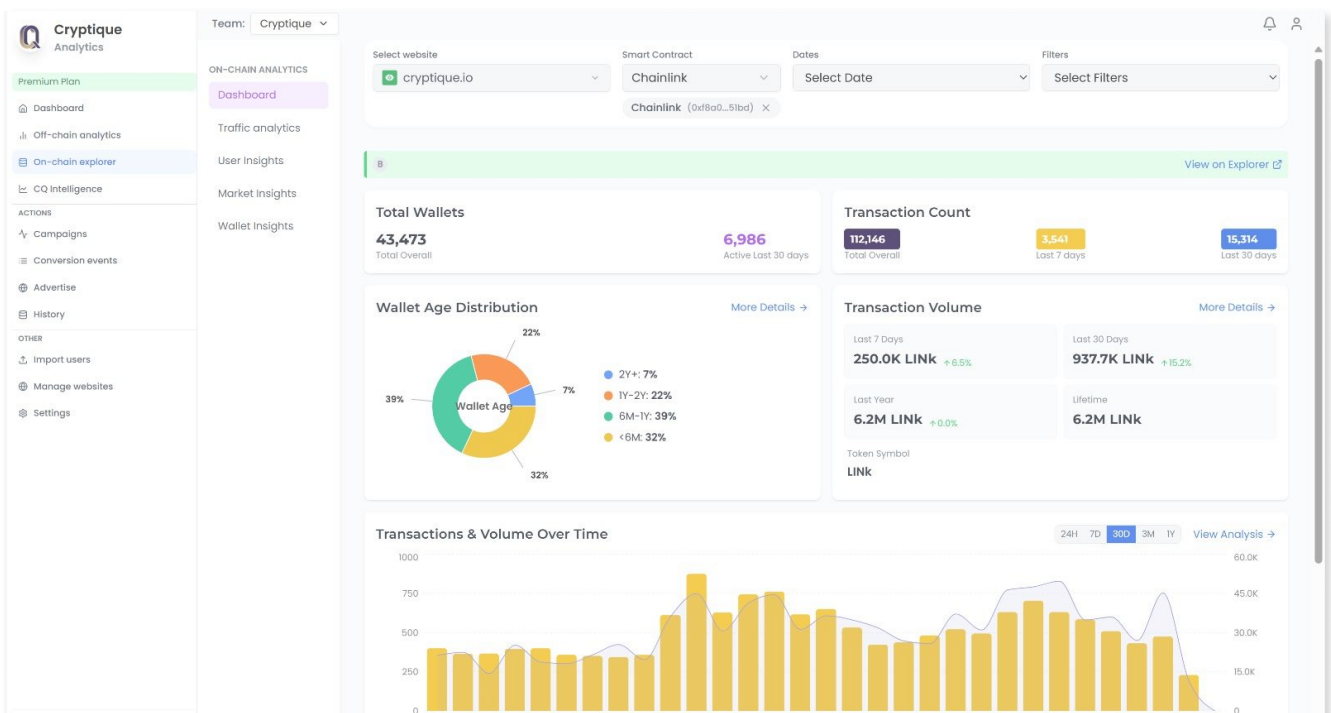
Current Mar-tech tools out there fail to track on-chain conversion for web3 businesses and as a result businesses use proxies as a measure of successful marketing campaigns such likes, visits and more.

The Solution

We empower businesses with Cryptique by enabling them to track the full user journey accurately, efficiently and in real time.

Team Members

Akshit Varsani | Parth Agarwal



Service Revenue
\$125,000

Exp. Revenue for FY26
\$3MN

