

Women Entrepreneurs in India

With the consistent developments in the Indian startup ecosystem, more and more women are chasing the entrepreneurial dream and flourishing in their ventures. This is empowering other Indian women who are still confined to the traditional homemaker role to think for themselves. However, a recent report states that only two Indian cities have made it to the list of the 50 most favorable global places for women to work. India's Silicon Valley, Bengaluru, ranked 40th, while Delhi was at the 49th place. This survey was conducted by the tech giant Dell in partnership with the consultancy firm IHS Markit. The ranking—based on inputs from **Indian women entrepreneurs**, policymakers, venture capitalists, media, and academicians—measures a city's ability to attract and support those women who want to grow their businesses.

According to the *National Sample Survey*, only 14% of the businesses in India are run by **women entrepreneurs**. Most of the companies are bootstrapped and run on a small scale. The global disparity is evident in a report which says nearly 126 million women have their own business across the globe while Indian women linger around the 8 million mark; a paradoxical statement given that India is the second most populous nation in the world. StartupTalky has compiled a list of successful female entrepreneurs who've made a mark in India's startup ecosystem. Some Interesting Statistics on Women Entrepreneurs in India

1. About 58% of the female entrepreneurs were in the age range of 20-30 when they started out.
2. Nearly 73% of them report a revenue of approximately Rs 10 lakhs in a financial year.
3. Almost 57% of these women started out solo, i.e., without any other member.
4. About 35% of the women had a co-founder.
5. Roughly 71% of the Indian female entrepreneurs employ five people or less.

In a country like India where most of the women aren't encouraged to think big (especially in the rural parts of the nation), there are some who have soared higher than one would expect in a constrictive setup. These wonder women are inspiring other ladies to venture on the path of entrepreneurship through their success stories comprising personal struggles and challenges. As a result, India is steadily rising up the ranks when it comes to a favorable startup environment coupled with some solid backing from the Indian government.

Successful Women Entrepreneurs in India

Aditi Gupta

Aditi Gupta is a social-cause entrepreneur and the co-founder of **Menstrupedia that works on spreading awareness about menstruation**. She started this venture along with her husband,

Tuhin Paul. The venture stemmed from her own experiences with this so-called taboo. Menstruation was often a painful time she had to go through without any help to alleviate the pain. After finding out many women resonating with her on the same problem, she decided to create a website on menstruation, complete with illustrations and graphics, to educate women about periods. Menstrupedia has become extremely popular among girls and women seeking to gain awareness on the topic.

Aditi continues informing women on menstrual hygiene to eliminate certain misconceptions against this natural process. She indeed is among the gems who want to do something for the society. She aspires to create a future where menstruation is not seen as an evil but a welcoming change in a girl's life. She hails from Garhwal in Jharkhand. Aditi is a post-graduate from the National Institute of Design, Ahmedabad.

Anisha Singh

Founder: mydala.com

Anisha Singh is no stranger to roller-coaster riders; she went through various ups and downs in life before achieving the success she enjoys today. She is the co-founder and CEO of India's biggest deals platform, Mydala. Anisha's long journey started when she was working in Capitol Hill and helping entrepreneurs. She then joined a software company in Boston where she designed e-learning ecosystems. Anisha Singh is known for openly supporting woman causes and campaigns. She speaks her mind out and doesn't cave in to fear.

Anisha is from New Delhi, India. She pursued her master's degree in political communication and then an MBA in Information Systems from American University, Washington DC. **Anisha Singh is counted among the most successful businesswomen in India** and was the judge for an Indian reality show based on entrepreneurship.

Shradha Sharma

Founder: YourStory

Shradha was at the peak of her career while working with famous news media houses like the Times of India and CNBC in Mumbai. During that period, she interacted with many entrepreneurs and got to know about their success stories. Her idea to feature these entrepreneurs was rejected by several channels. She figured out that there were millions of stories storming around but no platform to cover them. She decided to create an online portal to provide a platform for featuring such stories. **YourStory was launched in 2008 and has 70,000+ stories on its website today. Shradha leads a team of 100+ people who offer content in 11 local languages.** The motive is to share the roller coaster of emotions an entrepreneur goes through. She was awarded with the **L'Oreal Paris Femina Award** and was included in the list

of **Worlds' Top 500 LinkedIn Influencers**. Shradha is one of the **most successful and influential female entrepreneurs in India**.

Upasana Taku

Founder: Mobikwik

Upasana Taku co-founded Mobikwik with her husband, Bipin Preet Singh. **Mobikwik is a fintech startup. It is a virtual wallet tied to a huge network of companies and services.** People can recharge and pay at registered places through the Mobikwik wallet. Mobikwik also rewards its customers with cashback through a concept called "SuperCash". Upasana has a strong fintech background, having worked as a senior product manager at PayPal (an eBay company) in Silicon Valley and with HSBC (San Diego) prior to that. She graduated with a bachelor's in engineering from NIT Jalandhar and has a master's degree in management science from Stanford University. Read the [startup story of Mobikwik](#) to know more about Upasana's journey.

Neeru Sharma

Founder: Infibeam

Neeru Sharma is the co-founder and director of **Infibeam, India's leading e-commerce portal**. Neeru is an expert in conducting market research and providing financial diligence for investments. Neeru Sharma holds an MBA degree in Finance and Strategy from Carnegie Mellon University's Tepper School of Business. She has been a part of TCS, Nokia, and Amazon.

Sugandha

Founder: Docttocare

Sugandha is a young businesswoman and the founder of Docttocare. **Docttocare is an online healthcare service provider that provides information to its users about the best doctors, clinics, hospitals, and diagnostic centers.** Docttocare also offers virtual walkthroughs of the hospitals and their facilities. Sugandha has worked with companies like Infosys, Oracle, and Google Maps before founding Docttocare. Sugandha is an electrical & communication engineer by qualification. She manages a team of 15 people who make Docttocare better everyday. You should go through the [startup story of Docttocare](#) to know more about Sugandha and her journey.

Malika Sadani

Founder: The Moms Co.

A banker-turned-entrepreneur, Malika Sadani is the founder and CEO of **The Moms Co., a leading homegrown brand for toxin-free, natural, and effective products for pre and post natal care, babies, and conscious consumers seeking personal care solutions.** It was when Sadani had her first child and moved back to India from the UK that she experienced difficulties in finding chemical-free, quality products in the country. There was a huge gap in the baby-care market that was yet to be addressed. With The Moms Co., she has embarked on a mission to help mothers in India and across the world make safe choices for themselves and their loved ones. The team works with experts from around the globe and even though it's a native brand, all the products under The Moms Co. have Australian certifications.

Ruchi Garg

Founder: VenueLook

Ruchi Garg founded VenueLook in 2014. **VenueLook is a Noida based O2O platform for venue aggregation, recommendation, and booking.** VenueLook makes venue booking seamless and awesome across 16 cities in India. It helps organizations in managing and promoting events. Ruchi has a bachelor's degree in computer science. She has professional experience of more than 15 years in building products and teams. Ruchi manages a team of 50 people in VenueLook. Even though she is in the event management industry, Ruchi still maintains a connect with technology—leveraging it to solve business problems. You can read the startup story of VenueLook to know more about her.

Ankita Gaba

Founder: Social Samosa

Ankita Gaba is a consultant, lecturer, entrepreneur, and a media strategist known for her multi-tasking prowess. **She co-founded Social Samosa in 2013. Social Samosa is a knowledge repository for thoughts, ideas, and dialogues about the social media scene in India.** She started her career in the public relations industry. Social Samosa offers a platform to people to become popular by allowing them to freely express their thoughts, ideas, and dialogues. Born on 4 April 1985, she hails from Mumbai. Ankita Gaba won "**The Social Media Entrepreneur of the Year Award**" by Wat Awards in the year 2013. Her first venture was Superchooha, one of the first social media agencies in India.

Ashwini Asokan

Founder: MAD STREET DEN (MAD)

Ashwini Asokan had Anand Chandrasekaran, her husband, by her side in her entrepreneurial quest. She began by leading a mobile innovation team in Silicon Valley. This stint incited her interest in Artificial Intelligence. After coming back to India, the husband-wife duo tasted success with their first offering—**Mad Street Den. Mad Street Den is an AI platform that enables users to capture smiles, detect facial expressions, and emotions through their smartphone cameras.** The company is located in the Bay Area, California with offices in Seattle and Chennai (India). Ashwini and Anand also founded vue.ai, an image recognition platform for the retail industry. Vue.ai works with marquee retailers, brands, and marketplaces across the globe. It transforms operations in the fashion industry through intelligent automation. It won't be wrong to label Ashwini as an **innovative female tech entrepreneur!**

Akanksha Anshu

Founder: refundme.in

Akanksha Anshu is the founder of refundme.in. Refundme.in offers a platform to travelers where they can easily claim compensation in the case of unfavorable circumstances such as flight delay, flight cancellation, overbooking, denied boarding, and so on. She is tech-savvy, a visionary, entrepreneur, and the founder of 3 successful ventures. She comes from an enterprise technology background, holds an engineering degree, and has managed various roles from IT services to business development for the international market. Through refundme.in, she has given suggestions to the government and the efforts have helped the government revise the **Air Passenger Charter Act.** Akanksha Anshu has been featured by many media platforms like ETWealth, BW Disrupt, Business Insider and more for her contributions to the **Aviation Industry.**

Akanksha has expertise in technology, marketing, and automation. She has been mentoring various startups for their IT infrastructure and strategic planning. Besides consultancy, she is a traveler, story-teller, and a motivational speaker. So far, she has been a speaker at various events where she has presented her ideas on distinct topics—technology, entrepreneurship, IT automation, motivation, and web security.

Chitra Gurnani Daga

Founder: Thrillophilia.com

Chitra Gurnani and her husband, Abhishek Daga, started **Thrillophilia** in 2009. The venture was a manifestation of their passion for traveling. **Thrillophilia is a travel company that provides**

the best local experiences and assures its customers of a trip they will cherish forever. Her aim is to make the people of India aware of the marvelous travel spots and tourist destinations within the country. Chitra Gurnani hails from Bangalore. She has an MBA degree in Marketing from the Indian School of Business. Chitra previously worked at SAP and Infosys as a software engineer. She is focusing on building an organization that adds value to both its customers and employees instead of solely focusing on revenue.

Chitra Ravi

Founder: Chrysalis

Chitra Ravi is the founder of Chrysalis. A management graduate, Chitra has a strong desire to improve education. **Chrysalis has innovated an academic program for the formative years (in the age group of 2-12) of a child's education – "ThinkRoom"**. Chitra deftly combines her skills in conceptualization, storyboarding, and instructional design to deliver products and services which are dynamic and on par with any international curriculum standards. Chitra has traveled to the United States, United Kingdom, Germany, and South East Asia and has participated in many international training programs and conventions like the Project Zero conducted by the Harvard University exclusively for educators. She also presented a program on the effective use of technology in K-12 curriculum for one of the biggest satellite channels in India.

Aparajita Amar

Founder: SHLC-Sexual Harassment Law Compliance Advisory

Aparajita Amar is the founder of **SHLC-Sexual Harassment Law Compliance Advisory**. She is a certified sexual harassment and workplace diversity advisor and an Advocate. **At SHLC, Aparajita and her colleagues provide documentation, consultation, and advisory services to organizations for assisting their clients in complying with the sexual harassment laws.** The team works on drafting anti-sexual harassment policies, sensitization and awareness sessions, and ICC capacity building. She has designed and conducted training, sensitization, and awareness workshops for employees, supervisors and senior management. She has also designed and conducted capacity building and strengthening programmes for the members of the Internal Complaints Committee (ICC).

Aparajita is a **Legal Development Programme (LDP) Member** for the "Strengthening Road Safety in India" program organized by the Bloomberg Initiative and the World Health Organization (WHO) on global road safety. Aparajita has attended workshops held in Beijing and Geneva.

Vani Kola

Founder: Kalaari Capital

Vani Kola is the founder and Managing Director of Kalaari Capital. Kalaari Capital is one of India's leading early-stage venture capital firms. Vani has successfully led more than 30 investments at Kalaari in e-commerce, gaming, digital content, healthcare and more. Some of her successes include Dream11, Myntra, Cure.fit, and Snapdeal. Vani is on the board of several companies that are redefining the landscape of Indian business. Vani Kola has been profiled in numerous books and has been identified as one of Fortune India's '**Most Powerful Women in Business.**' She is also supporting various organizations fostering entrepreneurship and woman leadership.

Nisaba Godrej

Chairperson: Godrej Consumer Products

Nisaba Godrej, Founder of Godrej Consumer Products | Indian Female Business Leader. Nisaba is the executive chairperson of Godrej Consumer Products. Nisaba has a bachelor's in science degree from the Wharton School at the University of Pennsylvania and an MBA from Harvard Business School. She is the key architect of GCPL's strategy and transformation in the last decade. Over the last ten years, GCPL's market capitalization has increased twenty-fold and GCPL has developed a strong, engaged, and ambitious team. It is consistently ranked among the best places to work. She has transformed Godrej into a more meritocratic and highly performance-driven organization while retaining the group's values front and center. She spearheads the Godrej group's "good & green" agenda to drive inclusive and sustainable growth.

Ankita Vashistha

Founder: Saha Fund

Ankita Vashistha is the founder and chief executive officer of India's (and Asia's) first venture capital fund, Sara Fund. Sara Fund promotes and invests in women-led ventures and firms making strides in technology and innovation. Sara Funds has made investments in India, Asia, the UK, and the US. Ankita also works in tandem with multiple domain experts, industry leaders, and a custom investment team that advises and chairs ventures to help them grow.

Sreelakshmi Suresh

Founder: eDesign

Sreelakshmi is the youngest woman entrepreneur in India. Sreelakshmi became the youngest **web designer-cum-CEO in the world** in 2020 at the age of 21. She designed and developed the official website of her school located in Kozhikode (Kerala) when she was only 8 years old. She has many accolades to her name. Sreelaxmi has received many **national and international awards**. At the age of 10, she designed and established **eDesign**; it is a web designing company that offers **SEO**, design, and other related services. Sreelakshmi Suresh has developed over 100 websites for renowned institutions and organizations across India.

Indians need to learn from these role models. Their ventures and initiatives are more than just a source of profit. The ladies covered in this post are some of the **most successful female entrepreneurs in India** and demonstrate the results of creativity and innovation. Gender is not a deterrent for achieving success.