

STATE OF RAJASTHAN STARTUP ECOSYSTEM

REPORT 2025



Editor's Note

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Rajasthan has always stood tall as a land of grit and grandeur, and today, it's scripting a bold new chapter in India's innovation journey. This report is a testament to that shift. What was once known for its forts, fabrics, and festivals is now equally recognised for its fast-scaling startups, breakthrough tech, and grassroots entrepreneurship.

At Inc42, we've chronicled India's startup ecosystem for over a decade — but few state-level stories have felt as catalytic as Rajasthan's. Through initiatives like iStart Rajasthan and the sustained commitment of the Government of Rajasthan, the state has transformed into an emerging powerhouse for innovation-led enterprise. With over 5,200 DPIIT-registered startups, \$370 Mn+ in venture funding, and a vibrant network of incubators and accelerators, the momentum is unmistakable and deeply encouraging.

From edtech to agritech, healthtech to cleantech, this report delves into how Rajasthan's startup ecosystem is not only fostering job creation and economic development, but also reshaping the social fabric by creating access and opportunity in both urban and rural

corners of the state. The stories of resilience and reinvention — from Udaipur to Bikaner, Kota to Churu — mirror the very spirit Rajasthan has always embodied.

We are sincerely grateful to Shri Bhajanlal Sharma, Hon'ble Chief Minister of Rajasthan, and Col. Rajyavardhan Singh Rathore, Hon'ble Minister of IT&C, for their vision and stewardship in championing this movement. A heartfelt thank you to the iStart Rajasthan team for entrusting us with the opportunity to document and celebrate this remarkable transformation.

Rajasthan is not just preparing for the future — it's building it. We hope this report offers a lens into the possibilities that lie ahead, and the promise of what purposeful innovation can achieve when it's rooted in strong policy, entrepreneurial grit, and inclusive intent.

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5.2K+

DPIIT
Registered
Startups

6K+

Number
Of Startups
Registered On
iStart platform

\$370 Mn+

Funding
Raised By Startups
Since 2014

310+

Startup
Investors Active
In The State

50+

Accelerators &
Incubators

**Ecommerce
& Fintech**

Are The Top
Funded Sectors
In Rajasthan

Jaipur

Voted Among The
Top Five Most
Promising Emerging
Startup Hubs In
2024

16%

Funded Startups
Have A Woman
Cofounder

Source: Inc42 Analysis, DPIIT
Note: DPIIT data is as of November 2024 | iStart data is of May 2025

Rajasthan Startup Economy

An In-depth Overview

Rajasthan has undergone a sea change from its traditional agrarian system to a new-age economy, characterised by innovation and entrepreneurship.

The state's economic journey is a tale of transformation, rooted in a rich cultural heritage. Historically, the state was renowned for its vibrant handicrafts, intricate textiles, and bustling trade centres. Cities like Jaipur, Jodhpur, and Bikaner served as vital commercial hubs, where artisans and merchants thrived under the patronage of Rajput rulers. These traditional industries, alongside agriculture and animal husbandry, formed the backbone of Rajasthan's pre-independence economy.

The post-independence era brought significant changes as princely states merged into the newly formed state of Rajasthan. The 1950s and 1960s marked a period of transition, with efforts to preserve cultural heritage while diversifying the economy. Tourism emerged as a natural extension of this cultural wealth, with many former royal properties transformed into heritage hotels.

The Green Revolution of the 1960s and 1970s, though less pronounced than in other states, initiated efforts to modernise agriculture despite persistent water scarcity issues. The 1980s and 1990s saw a more aggressive push towards industrialisation, with Rajasthan leveraging its abundant mineral resources to become one of India's largest mineral-producing states.

This industrial growth set the stage for the economic transformation that would follow.

The real turning point came in 2015 with the introduction of the Rajasthan Startup Policy and the Resurgent Rajasthan Partnership Summit hosted in the same year. These initiatives laid the groundwork for fostering innovation and attracting significant investments across various sectors. The policy also forged the path for financial incentives, incubation support and mentorship for startup entrepreneurs.

Notably, with over 5,200 DPIIT-registered startups, Rajasthan has witnessed a surge in entrepreneurial activity.

The state's economic transformation has been further accelerated by embracing digital technology and infrastructure development. Recognising

To further facilitate entrepreneurship and job creation in the state, the Government of Rajasthan launched a dedicated platform for startups, iStart, in 2017. By nurturing innovation and entrepreneurship, iStart Rajasthan helps accelerate the state's economic growth and development.

the potential of the digital economy, the state government has implemented various initiatives to improve connectivity and digital literacy across urban and rural areas. These efforts have included the expansion of broadband networks, the establishment of public Wi-Fi hotspots, and the promotion of digital skills training programmes.

Increased internet penetration has opened up new avenues for businesses to reach consumers beyond traditional markets. The rise of ecommerce platforms has allowed local artisans and manufacturers to showcase products globally.

Furthermore, the establishment of Special Economic Zones (SEZs) and industrial corridors has attracted substantial investments from major companies such as Honda and Eicher Polaris. These initiatives not only promote export-oriented industrial development but also enhance the overall business climate in the state. The government's commitment to improving infrastructure, including dedicated IT parks and logistics hubs, has created an ecosystem that supports both traditional industries and new-age startups.

Imperative to highlight that the educational landscape in Rajasthan is also evolving to support the state's entrepreneurial spirit. Institutions like the Malaviya National Institute of Technology (MNIT) and Rajasthan Technical University (RTU) have established incubation centres that encourage students to transform their ideas into viable business models. While fostering a culture of innovation, these institutions collaborate with local startups to provide students with practical experience.



53 Mn+

Total number
of internet
subscribers



26 Mn+

Total number
of rural internet
subscribers



65%

Internet
penetration in
the state



83 Mn+

State department's
documents
digitalised on
Raj eVault



\$10 Bn+

Total value
of payments
disbursed via
Rajasthan Payment
Platform



10K+

Wi-Fi hotspots
installed in more
than 9K gram
panchayats



79K+

eMitra kiosks
installed across
the state to ease
access to public
services

Source: TRAI, Department of Information Technology & Communications, Inc42 Analysis
Note: The internet penetration in the state is based on the number of internet subscribers per 100 individuals



\$182 Bn

Gross State
Domestic Product
(GSDP)



82 Mn+

Individuals
reside in
Rajasthan



**Service
Sector**

Accounts for
45% of the
state GDP



\$2K+

per capita
income of
the state



\$2 Bn+

Allocated towards
urban development
in 2024-25 budget



\$1.6 Bn+

Allocated towards
the enhancement
of transport
infrastructure in the
2024-25 budget



\$2.4 Bn+

Allocated towards
rural development
in 2024-25 budget



The Rise Of Startup Rajasthan

Rajasthan has experienced a significant rise in startups, fuelled by supportive government initiatives and a growing tech ecosystem. The iStart Rajasthan programme exemplifies this commitment by offering mentorship, funding, and networking opportunities. The initiative has paved the way for the inception of more than 5,200 startups in the state.

Key sectors propelling this startup boom include information technology and IT-enabled services, alongside a flourishing healthcare sector. Innovative startups like Dooper Healthcare enhance healthcare delivery by providing immediate services at patients' doorsteps, showcasing the potential of technology in improving access to essential services.

Similarly, the cleantech sector is emerging as a transformative force in Rajasthan's startup landscape. Cities like Udaipur are becoming hubs for cleantech innovation, with companies such as Angirus and GoGarbage leading the way in sustainable waste management and eco-friendly construction practices. These startups reflect a global shift towards sustainability and are addressing critical environmental challenges.

In the educational domain, the edtech sector is evolving rapidly. Startups like Studybase and NPREP are leveraging technology to enhance learning experiences. Studybase streamlines school operations through a digital platform, while NPREP focusses on empowering nursing students with tailored exam preparation resources.

The garment technology sector is also making significant strides with innovative startups like Clickzy, which uses IoT-enabled tools to improve garment fitting accuracy and reduce waste.

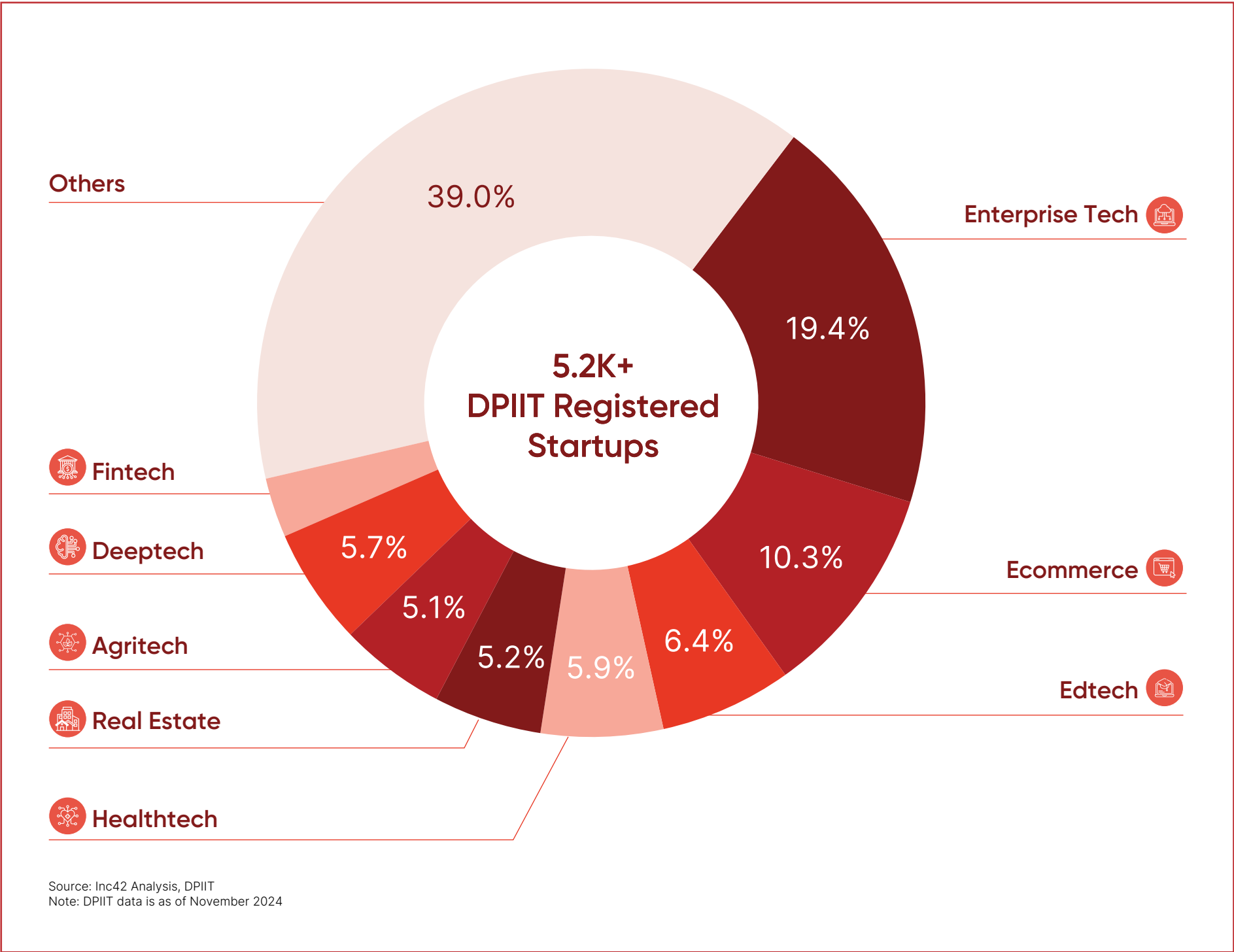
The electric mobility sector is also gaining traction with companies like CBS Flivver, which manufactures lithium-ion battery packs and off-road electric vehicles.

Meanwhile, the ecommerce landscape, too, is flourishing as India's online shopping market continues to expand. Notably, *Rajasthani* startups are capitalising on this growth opportunity.



Rajasthan Is Home To 5.2K+ DPIIT-Registered Startups

Notably, the enterprise tech sector, which harbours service and SaaS startups, accounts for the majority of DPIIT-registered startups in the state



Rajasthan's startup ecosystem has evolved significantly in the last few years, with key hubs emerging across the state. Amid the current scheme of things, Jaipur stands out as the primary startup hotspot, housing more than half of the state's new-age ventures. The establishment of the Bhamashah Technohub has further solidified its status, providing essential resources such as mentorship, funding, and networking opportunities.

Notable startups like Finova Capital and CarDekho have emerged from Jaipur, showcasing the city's potential in the fintech and automotive sectors. The success of these companies has attracted attention and investment, accelerating Jaipur's rise as a prominent startup hub.

Beyond Jaipur, cities like Jodhpur and Udaipur are also gaining traction, with an increasing number of new entrepreneurs mushrooming from these regions. Jodhpur has seen a surge in technology-driven startups, particularly in IT and ecommerce.

The city benefits from a skilled talent pool and supportive government initiatives like the iStart programme, which provides incubation and funding for emerging businesses. Udaipur is also emerging as a hub for innovation, with startups focussing on sustainable solutions and tourism technology. Bikaner, too, is fostering entrepreneurship with the recently announced iStart Innovation School Hub.

Kota is also not far in this race and has recently seen the emergence of various startups catering to new-age sectors backed by government support. Bharatpur, Pali and Churu are also gaining traction through initiatives aimed at fostering innovation.

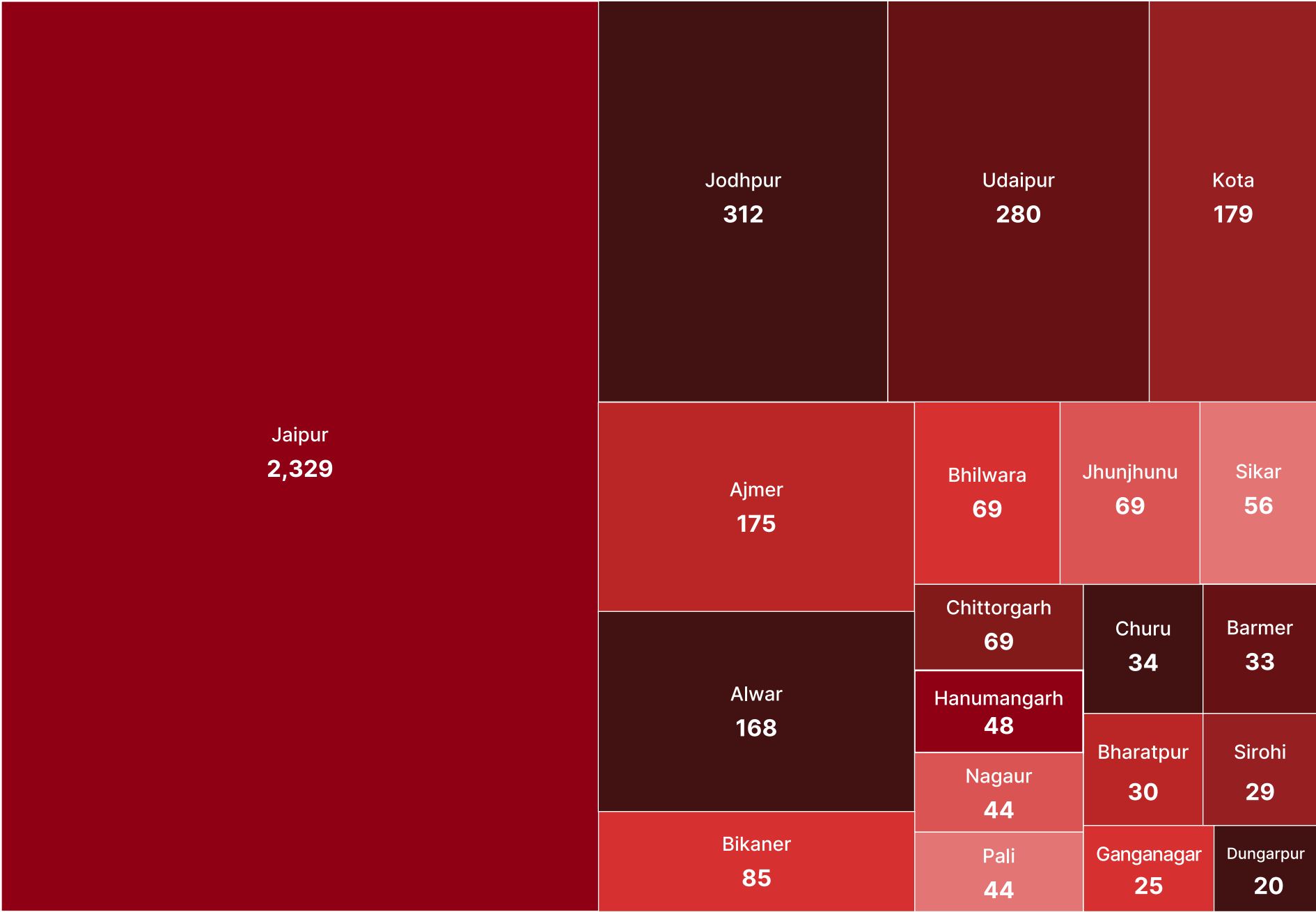
The collective growth of these cities reflects Rajasthan's commitment to fostering a diverse and vibrant startup ecosystem, driven by government support and a culture of innovation that encourages entrepreneurs to thrive across various sectors.



Rajasthan's Startup Hotspots: Top Twenty Cities With The Highest DPIIT Registered Startups

Rajasthan boasts a robust startup ecosystem, with more than 5.2K businesses registered under the DPIIT. The lion's share — 45% or 2.3K startups — call Jaipur home.

The Pink City's dominance is even more pronounced in funding. Over the last decade (2014-2024), Jaipur has secured over \$337 Mn+ in funding and bagged 108+ deals. Some notable investors for startups in Rajasthan include Peak XV, iStart and the Indian Angel Network.



Source: Inc42 Analysis, DPIIT
Note: DPIIT data is as of November 2024 | Only select districts/cities from Rajasthan are represented here



Funding Overview

The Rajasthan startup ecosystem has seen substantial growth over the years, bolstered by significant funding opportunities and investor support.

Not only this, the state's commitment to fostering entrepreneurship is evident in its strategic initiatives, including the announcement of an INR 100 Cr Fund of Funds (FoFs) in the state's budget 2024-25. The allocation was earmarked for enhancing early stage startup funding.

Such initiatives are crucial for retaining local talent and preventing brain drain, as many startups have historically migrated to more established hubs like Bengaluru and Gurugram in search of better funding opportunities.

However, the state government is not only focussed on accelerating the funding momentum for its startups but also on creating a conducive environment for the startups to thrive.

In addition to the government support, private investors have shown increasing

confidence in Rajasthan's startup potential. Since 2014, Rajasthan-based startups have raised over \$370 Mn in funding from local and global investors. Prominent names such as Peak XV Partners, (formerly Sequoia Capital India) and Y Combinator are a few top names that recognised the potential of the state's burgeoning ecosystem early on.

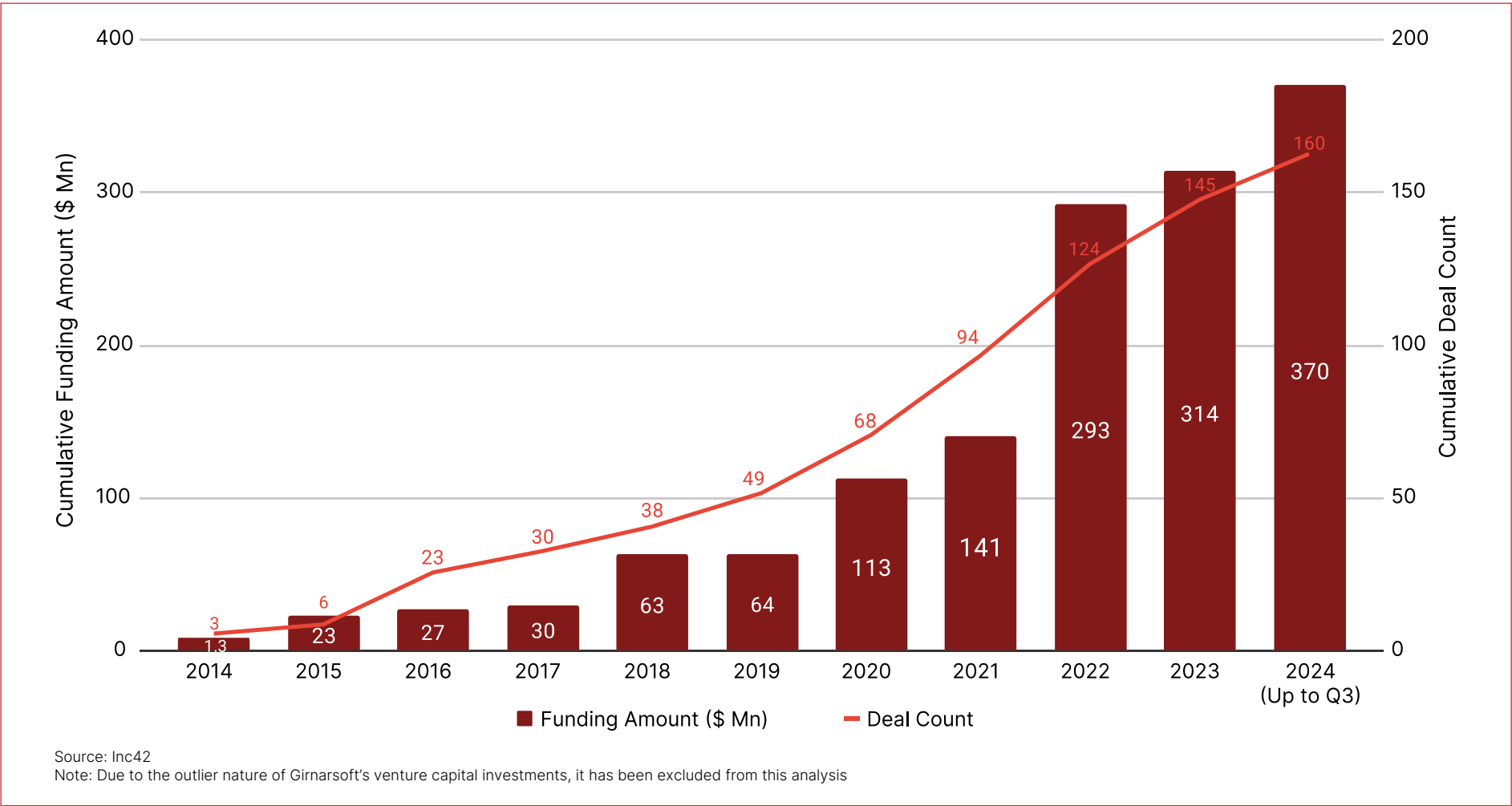
The 35% compound annual growth rate (CAGR) growth in venture capital funding (2021-2024) indicates a robust investor interest, which even outpaces established hubs like Delhi NCR.

The collective efforts of the government and private investments are transforming Rajasthan into a vibrant startup landscape. With a focus on diverse sectors such as fintech, edtech, ecommerce, and sustainable technologies, the state is positioning itself as an emerging player in India's startup ecosystem. As more startups continue to flourish and attract attention from investors, Rajasthan is on track to become a significant contributor to India's entrepreneurial growth story.

The proposed budgetary provision of INR 1,000 Cr for setting up Atal Innovation Studios and Accelerators across key cities like Jaipur, Bharatpur, Bikaner and Udaipur highlights the government's commitment to nurturing innovation. This comprehensive approach aims to instil entrepreneurial spirit among its youth and drive economic growth through technological advancements.

Rajasthan Startups Raised \$370 Mn+ Over The Past Decade

Venture capital inflows in Rajasthan-based startups have surged 5.8X from \$64 Mn in 2019 to \$370 Mn in 2024



Udaipur has also emerged as a vibrant startup hub with companies like Beyoung, a fashion ecommerce platform, and GoodDot, which offers plant-based meat alternatives.

GoodDot’s innovative food products have found success both in India and internationally. Startups like Khushi Baby are advancing healthcare technology, focussing on maternal and child health tracking.

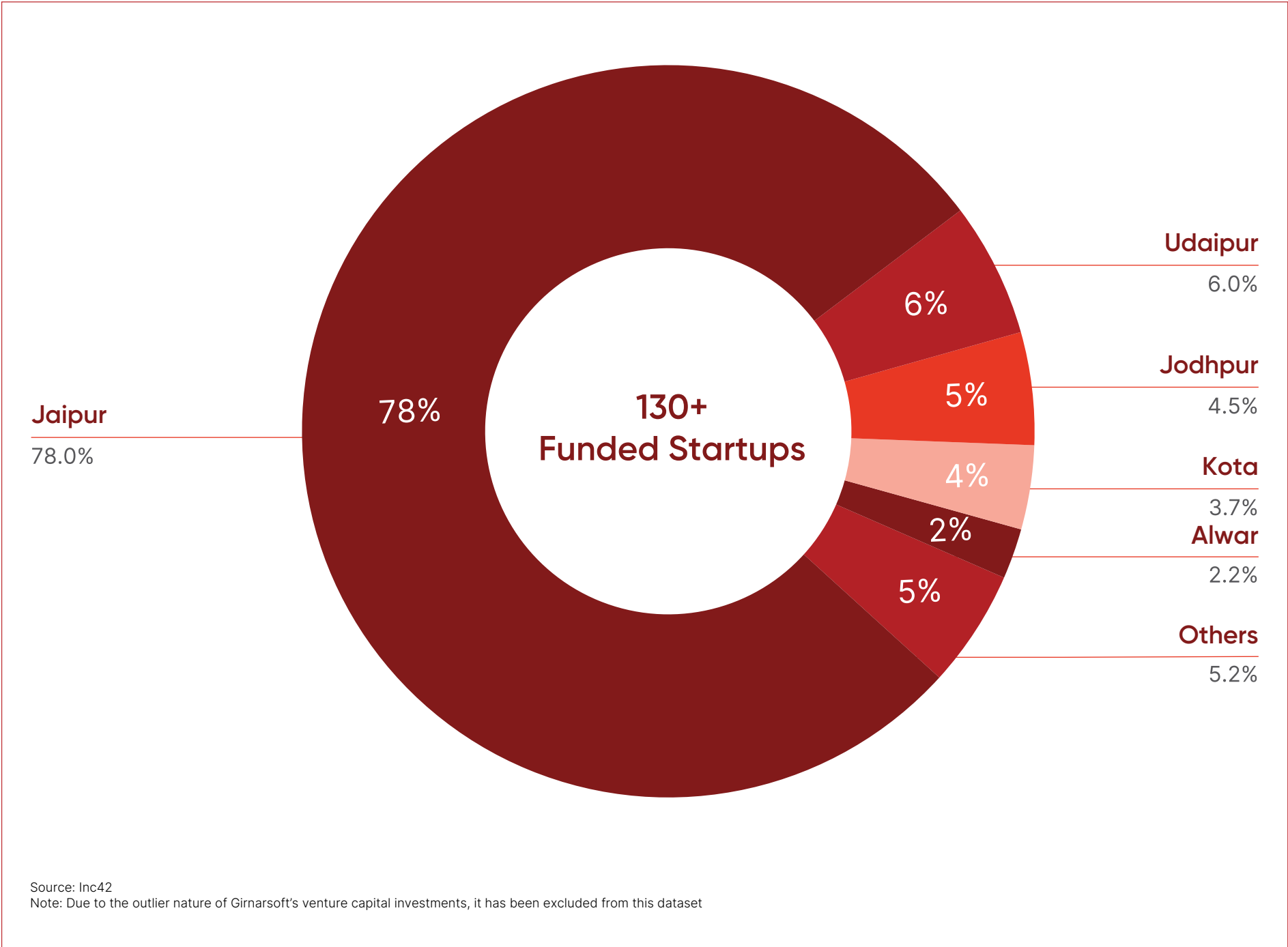
In Jodhpur, startups like Krimanshi, Insurance Padosi and Health Sarathi are making an impact. Krimanshi promotes sustainable fashion, while Insurance Padosi simplifies insurance policy comparisons. HealthSarathi is enhancing healthcare access with tech solutions for critical health challenges.

In Bikaner, YeloFast is transforming delivery services for small businesses. Specialising in hyperlocal and instant deliveries, the mobile app connects local shopkeepers with customers. YeloFast focuses on simplicity, offering features like multi-language support, real-time tracking, and employee management to empower small merchants in tier-III cities.


























These cities demonstrate how Rajasthan is cultivating a dynamic, diverse startup ecosystem. With increasing investments and innovation across sectors, Rajasthan is becoming a key player in India’s entrepreneurial landscape, contributing significantly to economic growth and technological advancement.

Jaipur Is Home To 78% Of Funded Startups In Rajasthan

Growing startup funding in Jaipur suggests investors see the city as ideal for modern industries like fintech and ecommerce



Mapping Rajasthan's Hottest Startup Hubs

Top Hubs	Total Funding	Share In Total Funding	Notable Funded Startups
 Jaipur	\$337 Mn+	91%	 ASCEND CAPITAL  Minimalist  BALWAAN  SQUARE INSURANCE  CELEBAL TECHNOLOGIES  voylla  FINOVA CAPITAL  Wooden Street Furniture...bonded with love
 Kota	\$13 Mn+	3.5%	 eekifoods  Eduncle  MEDCORDS
 Udaipur	\$11 Mn+	3%	 BEYOUNG  goodoot  KhushiBab  SkinInspired
 Alwar	\$6 Mn+	1.6%	 TRACTOR JUNCTION  unboxify
 Jodhpur	\$2.5 Mn+	0.7%	 KRIMANISHI  insurancepadosi  Sarathi HEALTHCARE

Source: Inc42
Note: Due to the outlier nature of Girnarsoft's venture capital investments, it has been excluded from this dataset | Based on Indian startup funding deals recorded between 2014 and Q3 2024

India's startup ecosystem is witnessing the emergence of several new hubs, with Jaipur ranked among the top five cities poised for significant growth.

Jaipur has become a focal point for innovation, housing a diverse range of startups across sectors such as fintech, edtech, and healthcare. With the establishment of incubation centres like the Bhamashah Technohub, the city is attracting both local and global investors eager to tap into its potential.

According to an Inc42 survey, which gathers insights from over 50 VCs and angel investors, Jaipur stands alongside Pune, Hyderabad, Chennai and Ahmedabad as a promising startup hotspot. This recognition highlights the city's evolving entrepreneurial landscape, driven by government initiatives and a burgeoning tech ecosystem.

Startup Investors Rank Jaipur Among Top Five Future Startup Powerhouses

There is no doubt in the fact that Jaipur is rapidly emerging as one of India’s top startup powerhouses, ranking fourth in a recent survey by Inc42, which evaluated potential growth in emerging hubs for 2024. With total funding reaching approximately \$337 Mn from 2014 to Q3 2024, Jaipur’s startup ecosystem has thrived across various sectors, particularly ecommerce, fintech and cleantech.






The ecommerce sector in Jaipur has seen significant growth, largely fuelled by the rise of direct-to-consumer (D2C) brands. Traditional industries such as handicrafts, jewellery and apparel have naturally transitioned into the digital space, leading to a surge in startups doing ecommerce.

A key example in this area is DealShare. Founded in 2018, the startup buys in bulk to offer discounts to consumers. The company has attracted substantial investment, including seed funding from the Rajasthan Ventures Capital Funds.

Nandani Creation, which was started as a trading business in textiles, successfully pivoted to ecommerce with its platform Jaipurkurti.com. The venture now caters to both domestic and international markets, including the UK and Australia.

Fintech is another sector experiencing robust growth in Jaipur. The city benefits from a strong talent pool and lower operational costs compared to larger metropolitan areas. Startups like Fleeca, which offers IoT-based tyre management solutions for fleet owners, exemplify how technology is being integrated into traditional industries. Their innovative approach has attracted investments from major players like Bridgestone India.

The rise of digital payment solutions has been significant in Jaipur. Startups are focussing on creating platforms that facilitate seamless transactions for both consumers and businesses, tapping into the growing demand for financial services among the local population.

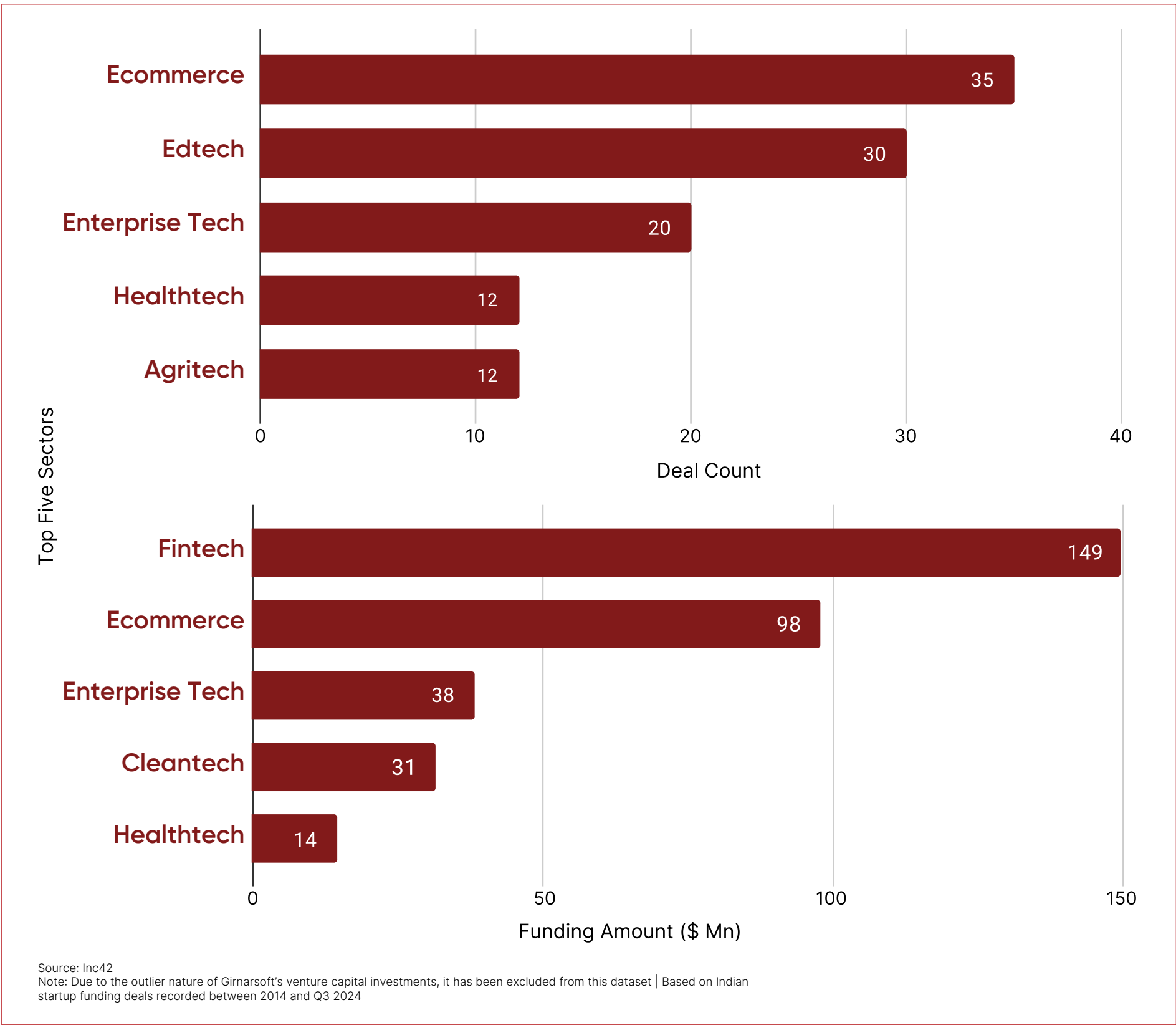
Rank	Emerging Hubs	Total Funding [2014 - Q3 2024]
1	 Pune	\$4.5 Bn+
2	 Hyderabad	\$3 Bn+
3	 Chennai	\$4.6 Bn+
4	 Jaipur	\$337 Mn+
5	 Ahmedabad	\$927 Mn+








Source: Inc42 Survey
Note: This survey is based on responses from 50+ VC firms and angel investors active in the Indian startup ecosystem
Question asked: Which of the following emerging startup hubs do you believe will have the most potential for growth in 2024?

Moreover, Jaipur’s commitment to sustainability is evident through its cleantech initiatives. The state government has implemented policies that support clean energy and environmentally friendly practices, encouraging startups in this domain. For example, Hop Electric Mobility is making strides in the electric vehicle (EV) sector by developing electric two-wheelers and establishing a network of charging stations. This aligns with broader national goals of reducing carbon emissions and promoting sustainable transportation.

Ecommerce & Fintech Are The Top Funded Sectors In Rajasthan

Rajasthan’s large network of small and medium-sized businesses creates a ready market for fintech and ecommerce companies to provide digital payment/lending and online selling solutions



Sectors	Funding Amount	Notable Funded Startups
 Fintech	\$149 Mn	   
 Ecommerce	\$98 Mn	    
 Enterprise Tech	\$38 Mn	   
 Edtech	\$11 Mn	   
 Cleantech	\$31 Mn	  

Source: Inc42
 Note: Based on Indian startup funding deals recorded between 2014 and Q3 2024

Rajasthan’s startup ecosystem is evolving rapidly, with significant funding flowing into various sectors, though late stage investments remain limited.

Fintech leads the way, attracting approximately \$149 Mn, with notable startups like Finova Capital and Namdev Finvest driving the growth in digital financial solutions.

The ecommerce sector follows closely, securing around \$98 Mn, fuelled by D2C brands such as Wooden Street (\$76 Mn) and Voylla (\$15 Mn), which leverage the state’s rich heritage in handicrafts and textiles.

Enterprise technology has also seen about \$38 Mn in funding, with startups like Celebal Technologies and Ilmate.ai addressing businesses’ digital transformation needs. In edtech, companies like CultureAlley have

garnered \$6.8 Mn, while the cleantech sector has attracted approximately \$31 Mn, piggybacking on the potential of startups such as Rays Power Infra Limited that are focussed on sustainable energy solutions.

Despite the spurt in early and growth stage funding, the lack of late stage investments highlights the need for continued support to scale some of the most promising ventures in Rajasthan.

Stage-Wise Funding In Rajasthan Startup Ecosystem

Success stories of Rajasthan-based startups such as CarDekho, WoodenStreet, and Finova Capital have proven to investors that the state, too, is capable of minting unicorns just like more established startup hubs like Bengaluru, Mumbai and Delhi NCR

Funding Stage	Funding Amount	Deal Count	Top Sector
Early Stage	\$75 Mn+	115	Edtech
Growth Stage	\$261 Mn+	27	Ecommerce

Source: Inc42
Note: Given the outlier nature of Girnarsoft's venture capital investments, we have excluded them from this dataset.
Due to limited data availability on late-stage startups, this analysis focusses only on early and growth-stage companies in Rajasthan



Rajasthan Government: The Foundation Of Growth For Startups

The Rajasthan government is actively fostering a conducive environment for startups through strategic policies that are aimed at enhancing innovation and entrepreneurship. The Rajasthan Startup Policy 2022 serves as the bedrock of this initiative, building on earlier efforts to transform the state into a vibrant hub for startups. This policy emphasises creating an ecosystem that supports 5,200 startups, facilitating job creation and attracting substantial investments estimated at over INR 950+ Cr.

Key components of the policy include financial support tailored to different stages of a startup's lifecycle and the establishment of incubation centres to provide essential resources and mentorship. Simplified regulatory processes further ease the operational landscape for entrepreneurs.

The government encourages inclusive entrepreneurship by focusing on overlooked groups, ensuring that diverse voices contribute to the startup ecosystem. Collectively, these initiatives position Rajasthan as an emerging leader in fostering innovation and economic growth in India.

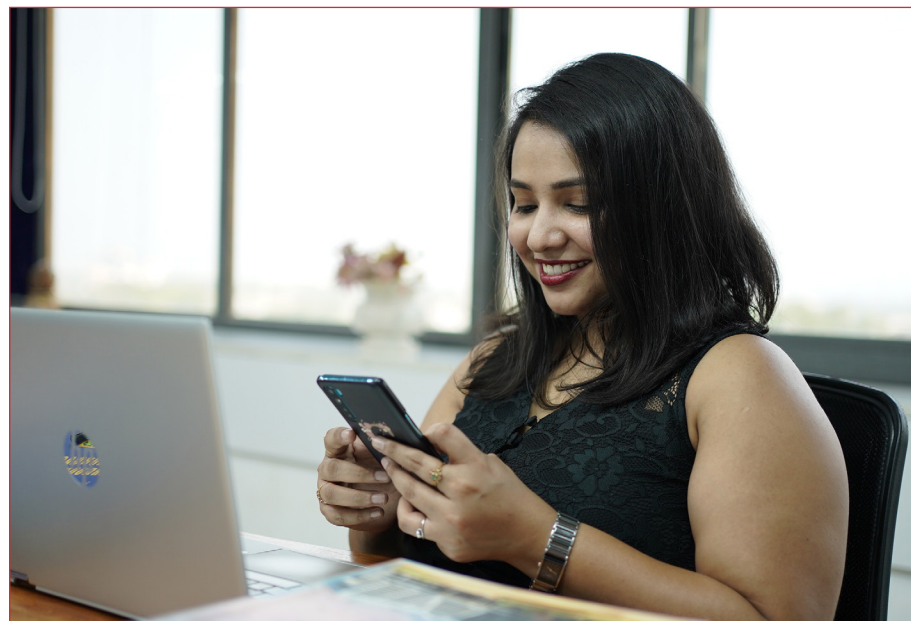
In addition to the startup policy, the AVGC-XR Policy focusses on the burgeoning animation, visual effects, gaming, comics, and extended reality sectors. The policy aims to position Rajasthan as a key player in the media and entertainment industry.

Rajasthan, which is counted among the key emerging startup and entrepreneurship hubs, boasts more than 600 startups in the AVGC-XR domain with Altie Reality in Jaipur and Culenz and Artflixare in Udaipur leading the way. The state aims to increase the number of AVGC-XR startups to 3,000 by 2030, further enhancing its creative ecosystem. By providing incentives such as financial assistance and infrastructure support, the government intends to nurture local talent and promote regional cultural heritage.

Moreover, the Rajasthan Transparency in Public Procurement (RTPP) Policy aims to streamline procurement processes within government projects, ensuring that local startups can participate effectively in public contracts. This enhances transparency and boosts local entrepreneurship by opening up new avenues for businesses.

The iStart School Start-Up Program by the Rajasthan government is an initiative to nurture entrepreneurship and innovation among school students (classes VIII-XII). It provides students with opportunities to participate in innovation challenges, access incubation centres, iStart learning modules for schools, video tutorials, mentor teachers and professors and so on.

The programme also offers financial support to student-led innovative projects through initiatives like the Techno Fund. By promoting experiential learning, mentorship, and entrepreneurial thinking, it aims to nurture a culture of creativity and problem-solving among young minds.



The Key Forces Driving The Rajasthan Startup Ecosystem

Rajasthan's startup ecosystem has evolved into a vibrant landscape, driven by several key forces that collectively fuel its growth. The state has seen a significant increase in the number of startups, from just a handful to over 5,200 registered startups, thanks to a combination of investor support, innovative accelerators, government initiatives and educational institutions.

✦ **Investor Ecosystem:** The investor landscape in Rajasthan has become increasingly robust, with venture capital funding witnessing a remarkable 35% CAGR (2021-2024). Notable investors such as Peak XV Partners (formerly Sequoia Capital India), Y Combinator and Marwari Catalysts have shown confidence in the state's potential by investing in local startups. The Rajasthan Venture Capital Fund (RVCF) further enhances this ecosystem by providing equity funding to promising startups. This influx of investment has been crucial for nurturing early stage companies and facilitating their growth.

✦ **Accelerators and Innovators:** Startup accelerators play a crucial role in supporting new-age ventures through mentorship and resources. Not just this, they also foster an environment conducive to innovation by collaborating with local businesses and investors.

A key example is Marwari Catalysts. Based in Jodhpur, the startup accelerator actively engages in workshops, networking events and pitch competitions to provide startups with essential exposure and resources to thrive in competitive markets.

The IIM Udaipur Incubation Centre is another key player in Rajasthan's startup ecosystem that provides robust support to budding entrepreneurs. The centre focusses on offering mentorship, infrastructure, and financial

assistance to startups at various stages of development. It is part of the broader iStart Rajasthan initiative, which aims to accelerate the growth of innovative businesses in the state.

One of its notable programmes is Launch-n-Zoom, which helps startups refine their product offerings and prepare for market entry through intensive mentoring and capacity-building sessions. The incubation centre has successfully nurtured numerous startups, contributing significantly to job creation and economic development within the region.

✦ **Government-Run Programmes & Institutions:** The Rajasthan government has implemented various policies to foster entrepreneurship. The Rajasthan Startup Policy 2022 offers incentives such as seed funding of up to INR 2.5 Mn, tax exemptions for five years and reimbursement of patent costs.

Additionally, the establishment of iStart innovation School Hubs in cities like Bikaner aims to create a conducive environment for startups while generating employment opportunities for youth. These initiatives reflect the government's commitment to building a supportive ecosystem for entrepreneurs across the state.

The flagship iStart Rajasthan initiative offers incubation centres that provide essential support services, including access to infrastructure, networking opportunities and financial assistance. Startups like Finova Capital, which specialises in financial solutions, and CarDekho, an online vehicle marketplace, have thrived under the programme. The iStart initiative has helped create over 29,000 jobs and onboard more than 4,000 startups since its inception.

◆ **Education Institutions:** Educational institutions in Rajasthan are increasingly aligning their curricula with entrepreneurial needs. Universities like Malaviya National Institute of Technology (MNIT) and Rajasthan Technical University (RTU) are fostering innovation through specialised programmes focussed on entrepreneurship and technology development. These institutions often collaborate with startups for research while offering startups fresh perspectives on problem-solving.



iStart Rajasthan

An initiative by the Department of Information Technology & Communication, Government of Rajasthan, iStart Rajasthan aims to foster innovation, create jobs, and facilitate investment in the state.

Focusing on idea-stage, early stage, and MVP-stage startups, the initiative supports startups, investors, incubators, accelerators, and mentors.

The iStart portal (istart.rajasthan.gov.in) simplifies startup operations by providing a single window for registration, approvals, and funding applications. It connects startups with over 100 investors, opening doors to crucial funding opportunities. The platform's QRate Assessment, recognised by leading investors and VCs across India, helps startups evaluate their potential and identify areas for improvement.

iStart Rajasthan supports innovative, knowledge-based, and emerging technology startups across various sectors. Its strategy revolves around deep mentor engagements, rapid iteration cycles, and preparation for fundraising.

The programme employs an assess-improve-access model under which startups go through initial assessment, receive mentorship and training, and gain access to new markets, investors, and customers.



Supporting this ecosystem is the Bhamashah Startup Promotion Fund of INR 500 Cr, which includes allocations for women-led startups (INR 100 Cr) and green solutions startups (INR 50 Cr).

By offering a supportive ecosystem, substantial funding, and a streamlined development process, iStart is establishing Rajasthan as a hub for startup growth and innovation.



iStart's Stage-Wise Support Infrastructure For Startups

Ideation Stage

Ideation Grant (up to INR 2.4 Lakh), Centre of Excellence (CoE), Mentorship Support, iStart School Startup Program, Academic Partners, Corporate Partner

Seed Stage

Viability Grant (up to INR 60 Lakh), Academic Partners, Corporate Partner, Centre of Excellence (CoE), Mentorship Support, iStart TalentConnect, iStart Incubators, Intellectual Property (IP) incentives, Rajasthan Payment Platform, eBazaar

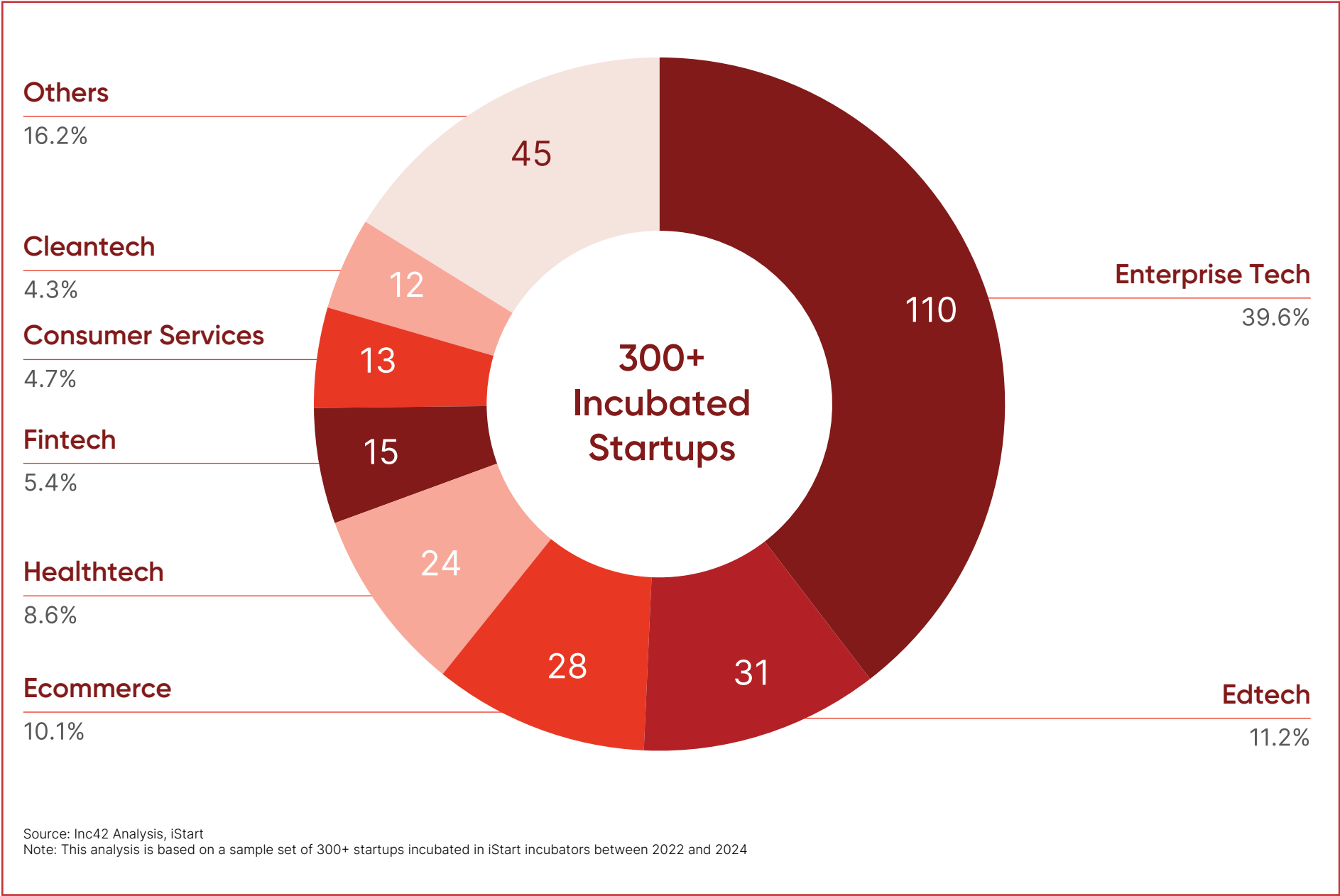
Growth Stage

Scale-up Fund (up to INR 2 Cr), iStart TalentConnect, State Owned Tier-IV Data Centre, Intellectual Property (IP) incentives, State Tax Subsidy, Public Procurement, Rajasthan Payment Platform, eBazaar

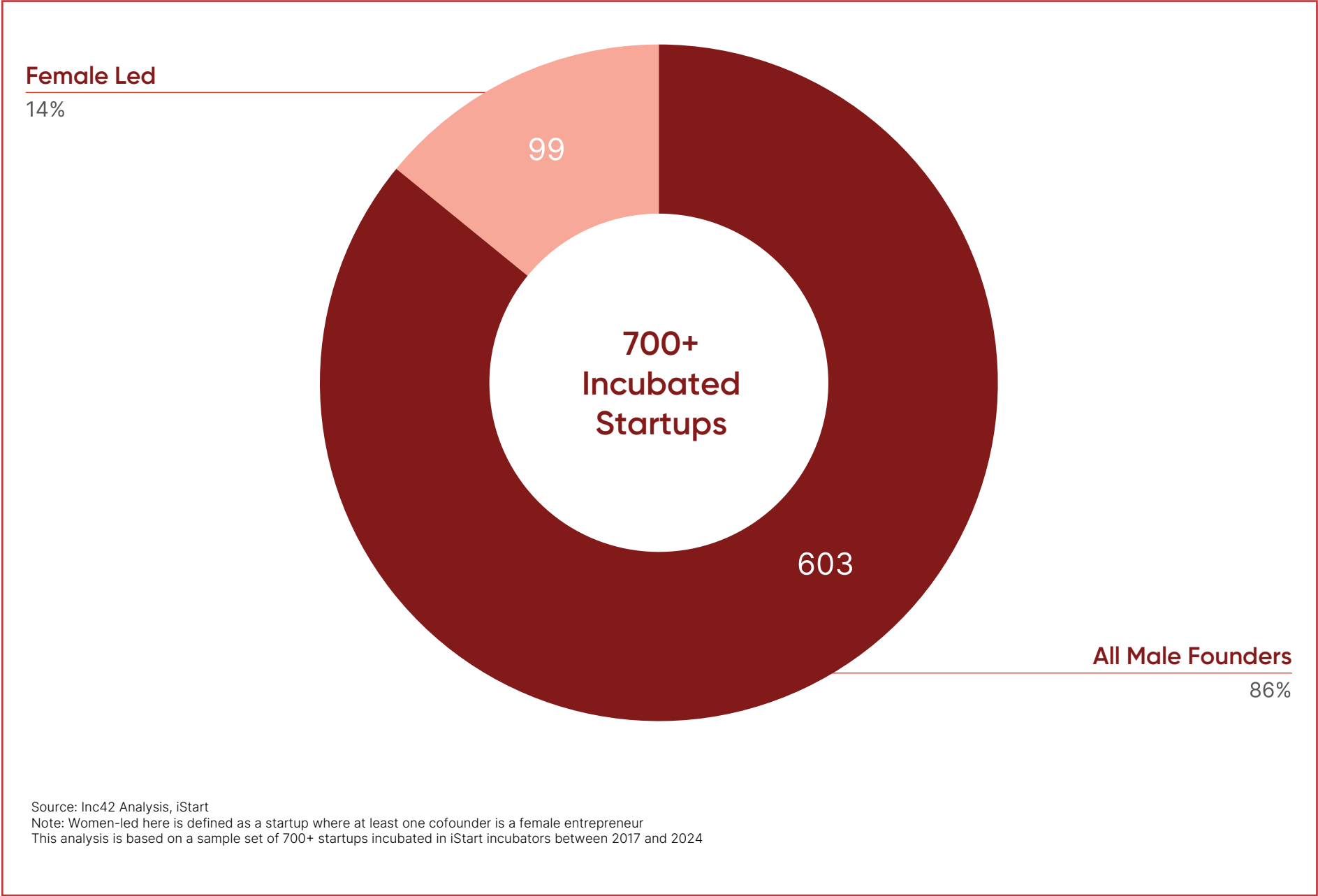


Nearly 40% Of iStart's Incubated Startups Work In Enterprise Tech Sector

Startups in the enterprise tech sector span categories such as IT consultancy, SaaS, and AI-powered business solutions



Women-Led Startups Make Only 14% Of iStart's Incubation Portfolio



The sub-20% representation of women-led startups in iStart's incubator ecosystem reflects a broader phenomenon in entrepreneurial landscapes, where female founders remain underrepresented. This imbalance suggests not just a gender gap but also unrealised economic potential, highlighting the imperative for more nuanced interventions that address both visible and invisible barriers to women's participation in the startup economy.

Jaipur’s Techno Hub Leads iStart Network With Record Number Of Women Led Startups

Incubation Centre	Women-Led Startups	Total Startups	Share of Women-Led Startups
Techno Hub, Jaipur	66	447	15%
iStart Nest, Kota	11	63	17%
iStart Nest, Jodhpur	8	65	12%
iStart Nest, Udaipur	4	53	8%
iStart Nest, Jaipur	3	29	10%
iStart Nest, Bharatpur	2	18	11%
iStart Nest, Bikaner	2	10	20%
iStart Nest, Pali	2	10	20%
iStart Nest, Churu	1	7	14%

Source: Inc42 Analysis, iStart
Note: Women-led here is defined as a startup where at least one cofounder is a female entrepreneur
This analysis is based on a sample set of 700+ startups incubated in iStart incubators between 2017 and 2024



STARTUP SPOTLIGHT





CBS Flivver

Revving Up Eco-Friendly Off-Road Adventures



Headquarters

Kota, Rajasthan



Founded In

2019



Founder(s)

Shubham Sharma, Arpita Sharma



Total Funding

INR 25 Lakh



Key Investors

Rajasthan Govt.



Business Model

B2C



Primary Competition

Powerland, Polaris



Team Size

15 people



Number Of Clients/Users

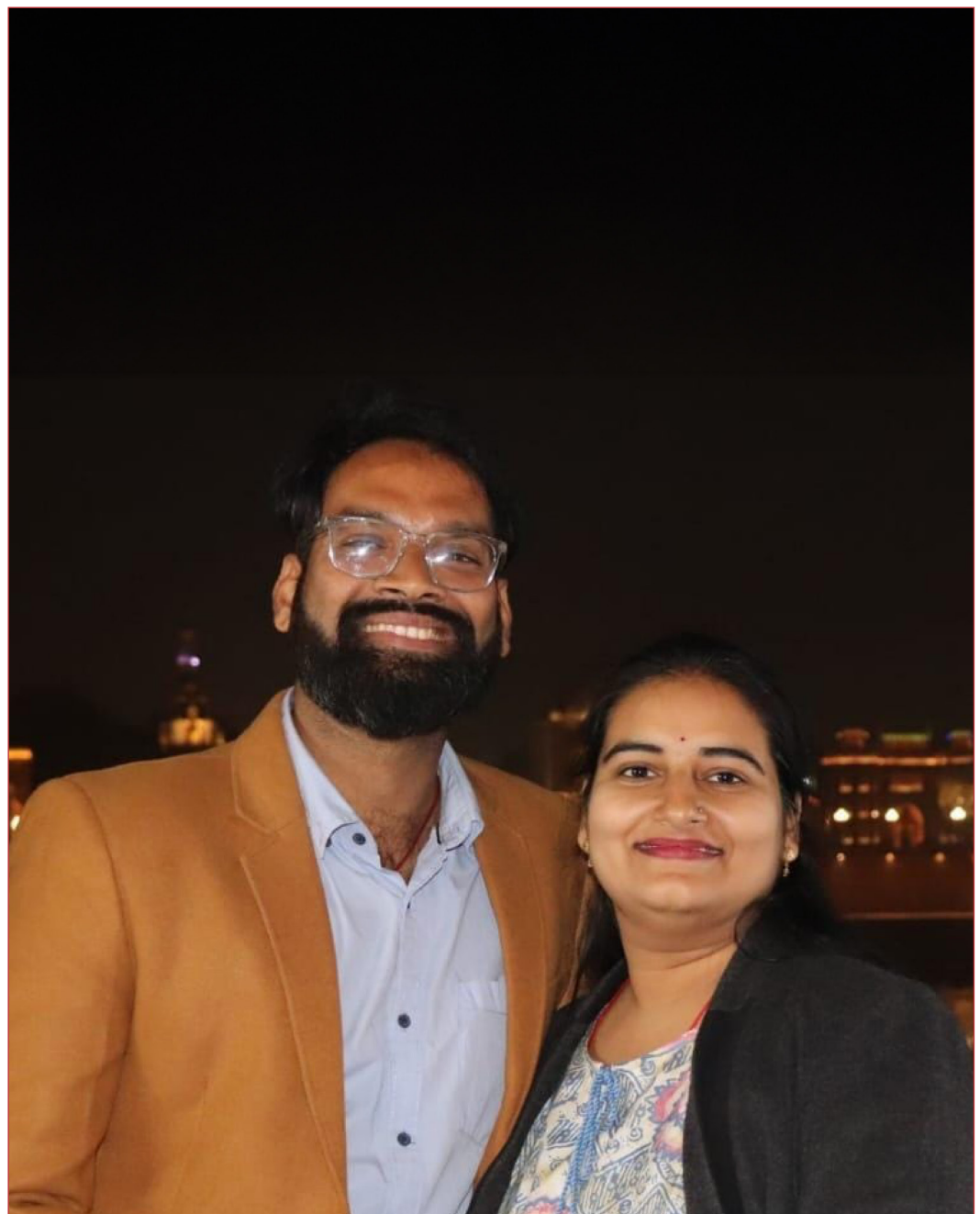
More than 10,000



Revenue In FY24

INR 1 Cr

Founded in 2019 by Shubham Sharma and Arpita Sharma, CBS Flivver is a Kota-based startup dedicated to revolutionising off-roading experience with its electric vehicles and advanced lithium-ion battery technology.



Specialising in manufacturing dune buggies, ATVs, and go-karts, CBS Flivver combines sustainability with adventure to offer an exciting and eco-friendly alternative to traditional off-road experiences. By leveraging cutting-edge electric mobility solutions, the company aims to provide thrilling rides without compromising on environmental impact.

Beyond its vehicle manufacturing expertise, CBS Flivver offers customised adventure experiences that allow customers to enjoy bespoke rides in electric vehicles. These tailored experiences enable adventurers to explore exciting locations like Kota's Oxygen Park while benefiting from sustainable, emissions-free mobility.

By integrating electric vehicles into off-road adventures, CBS Flivver is tapping into a growing market of environmentally conscious outdoor enthusiasts.

In 2024, CBS Flivver secured INR 25 Lakh in funding from the Rajasthan government under the iStart initiative. This funding has accelerated the company's growth. The startup is well-positioned to meet the rising demand for electric mobility solutions in India and continue its mission of making off-roading more sustainable and accessible.





Kingdom Of Chess

Empowering Young Minds To Play The Long Game

Founded by Chandrajeet Rajawat, Kingdom of Chess is an edtech startup based in Udaipur. Established to specialise in sports and recreation education, the company focusses on enhancing learning through innovative chess programmes and resources aimed at students of all ages.



Headquarters

Udaipur, Rajasthan



Founded In

2023



Founder(s)

Chandrajeet Rajawat



Total Funding

Bootstrapped



Business Model

B2C



Primary Competition

Kavilkits, Premiere Chess Academy, Chess.com



Team Size

50+



Number Of Clients/Users

Over 1,500 students



Revenue In FY24

INR 3 Cr+

The company aims to improve chess learning experiences by offering personalised online classes through an app. Kingdom of Chess combines the expertise of a dedicated team of professionals in education and chess training, helping students develop strategic thinking and problem-solving skills.

Participants can learn from experienced coaches, engage in interactive lessons, and take part in fun tournaments. The platform offers a standardised chess curriculum, addressing a gap in the Indian chess training landscape.

With a focus on personalised attention, Kingdom of Chess provides an enriching environment for both beginners and advanced players, positioning itself as a valuable resource in the realm of chess education. The startup plans to integrate animation into the curriculum to engage young learners while leveraging AI to enhance educational experiences.

Currently bootstrapped, Kingdom of Chess generated a revenue of nearly INR 3 Cr in FY24 through its innovative, tech-driven teaching solutions.





Angirus

Replacing Traditional Building Materials With Eco Bricks



Headquarters

Udaipur, Rajasthan



Founded In

2020



Founder(s)

Lokesh Puri Goswami,
Kunjpreet Arora



Total Funding

\$200K



Business Model

B2B



Primary Competition

Kaneoteq-Byfusion



Team Size

6



Number Of Clients/Users

Around 10 clients



Revenue In FY24

INR 7 Lakh

Founded in 2020 by Lokesh Puri Goswami and Kunjpreet Arora, Angirus is a cleantech startup revolutionising the construction industry by producing eco-friendly bricks and paver blocks from recycled plastic and industrial waste.



The Udaipur-based startup has developed a patented technology to manufacture its flagship product, 'WRICKS', which are made from 25-30% plastic waste and the rest from industrial byproducts. The result is a durable, waterproof, and eco-friendly brick with superior properties compared to traditional clay bricks.

Angirus' WRICKS are 80% damp-proof, provide 20% better thermal insulation, and are twice as strong as regular bricks, with their strength ranging from 12-18 megapascals (MPa) versus 4-6 MPa of conventional bricks.

This innovation has been lab-tested at prestigious institutions like IISc Bangalore and NABL Labs. The technology is not only environmentally sustainable but also cost-competitive, as WRICKS are priced at par with traditional bricks.

Angirus garnered INR 7 Lakh in revenue in FY24. The startup has attracted INR 80 Lakh in grants and awards from prominent organisations like IIT Madras and the Ministry of Housing and Urban Affairs. It has also raised INR 36 Lakh in equity funding from angel investors.

With plans to scale its operations, Angirus is building a new facility in Bengaluru, targeting a production capacity of 1-1.2 Lakh WRICKS per month. As the global demand for sustainable construction materials grows, Angirus is well-positioned to lead the charge in transforming the industry towards a greener future.





Inari

Curating Sustainable Gifting Experiences

Founded by Yashashwini Choudhary in 2023, Kota-based Inari is dedicated to celebrating Indian art and empowering local artisans.

The brand focuses on curating sustainable gifting experiences that reflect the rich cultural heritage of India. Inari is committed to ethically sourcing products that showcase the craftsmanship of artisans while promoting eco-friendly practices.



Headquarters

Kota, Rajasthan



Founded In

2023



Founder(s)

Yashashwini Choudhary



Total Funding

Bootstrapped



Business Model

B2B, B2C



Primary Competition

FNP, Fab India



Team Size

48



Number Of Clients/Users

183



Revenue In FY24

INR 15 Lakh

Inari offers elegant silver and fashion jewellery, stylish bags like totes and bucket bags inspired by Japanese aesthetics, and organic skincare and haircare products under the brand name Inari Naturals.

It also specialises in customised corporate gifting. With a focus on quality, functionality, and design, Inari caters to diverse lifestyle needs.

By offering a diverse range of products across 26 categories, the company supports artisans and educates consumers about the significance of traditional crafts. This mission resonates with an increasingly conscious consumer base looking for meaningful gifts that tell a story.

As of FY24, Inari had a client base of 183 clients and made INR 15 Lakh in revenue.

The brand aims to preserve Indian craftsmanship and is focusing on catering to the sustainable lifestyle market.

In the near future, Inari intends to expand its reach through strategic partnerships and innovative marketing.





Clickzy

Transforming Garment Tech With IoT-Based Solutions



Headquarters

Kota, Rajasthan



Founded In

2021



Founder(s)

Jitender Singh and Krupal Variya



Total Funding

INR 2 Cr (grant)



Business Model

B2B



Primary Competition

Bagel Labs



Team Size

12



Number Of Clients/Users

13 clients

Founded by Jitender Singh and Krupal Variya in 2021, Kota-based Clickzy Creative Technologies is building IoT-based solutions for the textile manufacturing industry. The company focusses on enhancing operational efficiency and productivity through digital transformation and automation. By leveraging advanced technologies, Clickzy aims to modernise traditional practices in the garment sector, driving significant improvements in quality and efficiency.



One of Clickzy's flagship products is Sizify, an IoT-powered smart measurement tool that provides accurate measurements, thereby reducing fitting errors and enhancing customer satisfaction.

The bespoke mobile application associated with Sizify allows users to easily capture measurements and manage sizing data efficiently. This innovation streamlines the production process and contributes to sustainable practices by minimising fabric waste associated with incorrect sizing.

The company is expanding into other industries, too. As a growing entity in the tech landscape, Clickzy has a dedicated team of 12 professionals. Currently, it serves 13 clients.

Clickzy has received a grant of INR 2 Cr from the Rajasthan government. The company offers three hardware products and two software solutions.





GOGARBAGE

Promoting A Sustainable Circular Economy

GOGARBAGE, founded by Dinesh Ujjwal, Surender Ujjwal, and Suman Kumari Singh Arya in May 2022, is a waste management company based in Sojat, Pali. Specialising in systematic waste collection, segregation, and redevelopment, GOGARBAGE aims to enhance recycling efforts and promote a sustainable circular economy.

The company operates an app-based platform that allows users to easily sort household garbage into categories such as hazardous waste, wet waste, and dry waste.



Headquarters

Pali, Rajasthan



Founded In

2022



Founder(s)

Dinesh Ujjwal, Surender Ujjwal,
Suman Kumari Singh Arya



Total Funding

INR 6 Lakh (grant)



Business Model

B2B, B2C



Team Size

8



Number Of Clients/Users

800



Revenue In FY24

INR 24.80 Lakh



This innovative approach improves waste treatment processes and contributes to sustainability initiatives. By facilitating online scrap pickups and providing competitive pricing for vendors and households, GOGARBAGE enhances convenience and efficiency in waste management while prioritising hygiene and customer trust.

The company offers door-to-door waste collection services and utilises technology to facilitate booking for collection. GOGARBAGE connects end-users directly to recyclers, ensuring efficient recycling and sustainability practices. Additionally, it produces thermal lamps and decorative products from recycled materials.

GOGARBAGE has made significant progress in establishing itself within the waste management sector. The company actively raises awareness about the importance of waste segregation and recycling in local communities. With a team of eight individuals, GOGARBAGE currently serves around 800 clients.

GOGARBAGE has received INR 6 Lakh through grants from the Government of Rajasthan. This financial backing has allowed the company to implement its innovative waste management solutions effectively and expand its reach within the community.

GOGARBAGE plans to develop additional waste management technologies and increase community engagement initiatives. Its future goals include enhancing recycling capabilities and exploring partnerships to drive sustainable practices on a larger scale, ultimately contributing to a cleaner environment.





Dooper Health

WhatsApp-Supported On-Demand Healthcare Services



Headquarters

Kota, Rajasthan



Founded In

2023



Founder(s)

Prachir Beriwal, Dr Viresh Beriwal



Total Funding

INR 4 Cr



Key Investors

Amazon AWS, Google, Microsoft



Business Model

B2C



Primary Competition

Practo, Tata 1Mg



Team Size

12



Number Of Clients/Users

More than 3,500

Dooper Health, founded by Prachir Beriwal and Dr Viresh Beriwal in June 2023, is a healthcare technology company based in Kota, Rajasthan. The company operates a smart health platform that provides on-demand urgent care services, including access to medical assistance, lab tests, and nursing care directly at patients' doorsteps.

Notably, Dooper Health has deployed a WhatsApp bot to facilitate communication and service requests, making it easy for users to access healthcare services through a familiar platform. This innovative approach enhances the convenience and efficiency of healthcare delivery, ensuring timely assistance for patients.



Dooper offers a comprehensive healthcare platform featuring AI-enabled treatment diagnosis, superfast health assistance, and rapid healthcare services delivered within 30 minutes.

Patients can benefit from point-of-care testing that provides results in just 10 minutes, facilitated by a team of medical experts. The platform significantly reduces documentation pressure for users through a WhatsApp chatbot, enhancing the adoption of electronic medical record (EMR).

Operating on a subscription-based revenue model, the company has secured funding of INR 4 Cr from major tech players, including Amazon AWS, Google, and Microsoft to support its technology development.

Dooper plans to expand its services to Jaipur, Jodhpur, and Udaipur, aiming to enhance healthcare accessibility across Rajasthan.





NPrep

Paving The Way For Students Of Nursing

Founded by Dr Utkarsh Paliwal, Dr Prince Kaushik and Dr Gaurav in 2024, NPrep is based in Jodhpur, Rajasthan, and focusses on providing comprehensive preparation resources for nursing students in India.

The company aims to equip aspiring nurses with the tools they need to succeed in their entrance exams through a variety of study materials and resources.



Headquarters

Jodhpur, Rajasthan



Founded In

2024



Founder(s)

Dr Utkarsh Paliwal,
Dr Prince Kaushik, Dr Gaurav



Total Funding

INR 4 Cr



Business Model

B2C



Team Size

40



Number Of Clients/Users

13,000+



In addition to traditional learning methods, the edtech startup offers an interactive platform to students. Through this app, learners can access daily modules of multiple-choice questions, a vast question bank, previous years' papers, and video lectures. This innovative approach enhances the learning experience by allowing students to study at their convenience while tracking their progress effectively.

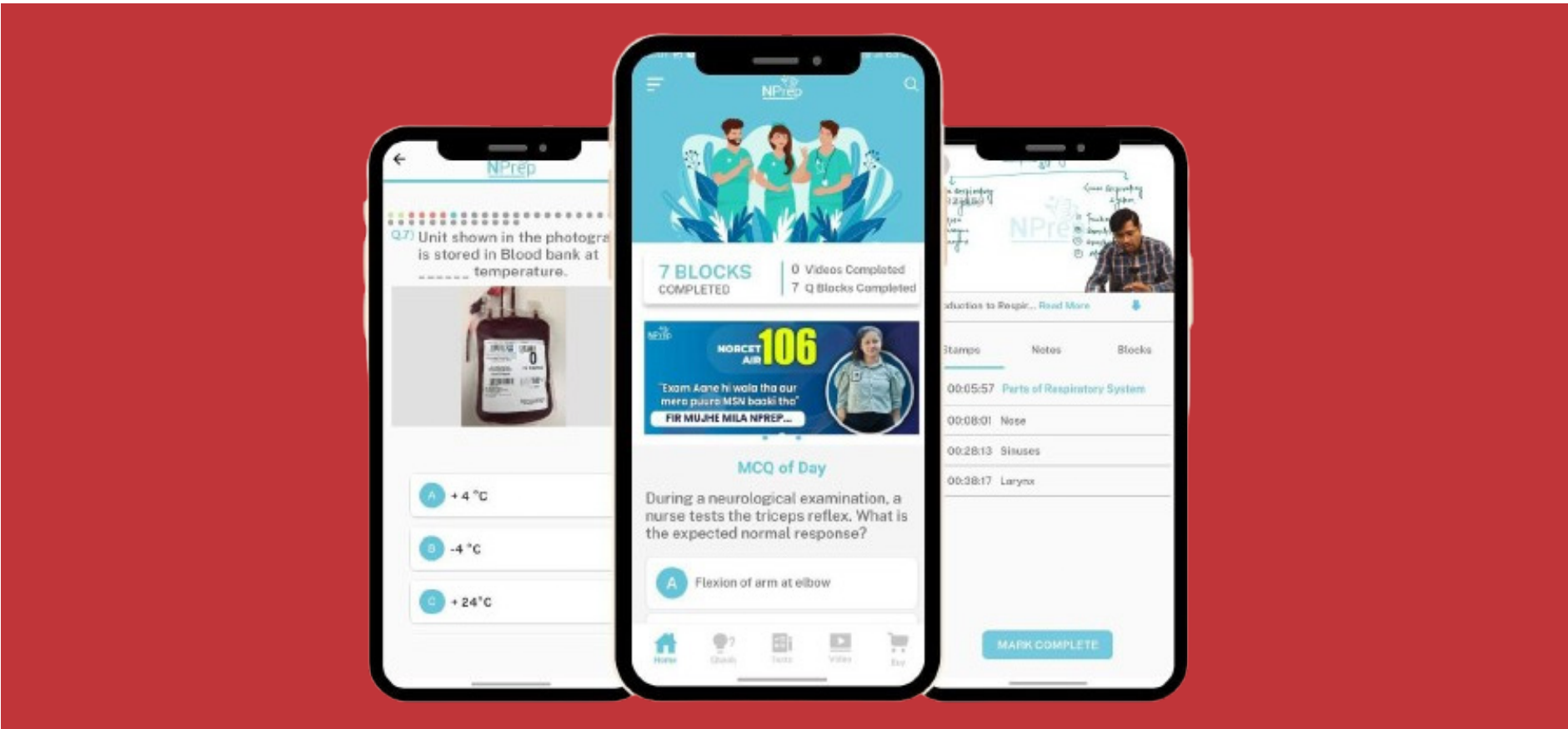
NPrep aims to enhance the quality of nursing education through specially designed curriculum that include video lessons and test series tailored for both college and competitive exams. NPrep boasts placing more than 10,000 students in government hospitals and mentoring more than 30,000 aspiring nurses.

The expert faculty at NPrep offers comprehensive coaching and personalised guidance, ensuring that students are well-prepared for their examinations.

NPrep is actively establishing its presence in the nursing education sector and has received positive feedback from users. The company has secured a total funding of INR 4 Cr from notable investors such as IIM A Ventures and All In Capital, which support its mission to develop high-quality educational resources.

NPREP operates on a B2B2C business model, providing valuable services to both educational institutions and students.

Looking ahead, NPREP plans to expand its offerings and reach more nursing students across India, aiming to further enhance the quality of nursing education and support aspiring nurses in achieving their professional goals.





GoOats

Making Healthy Eating Convenient



Headquarters

Kota, Rajasthan



Founded In

2023



Founder(s)

Yash Kalra



Total Funding

INR 25 Lakh (Grants received from Rajasthan Government)



Business Model

D2C



Primary Competition

YogaBar, Kellogg's



Team Size

10



Number Of Clients/Users

More than 10,000



Revenue In FY24

INR 11-12 Lakh

Founded by Yash Kalra in 2021, Kota-based GoOats specialises in creating convenient, bite-sized oatmeal balls made from high-quality ingredients.

The startup sells 25% of its products directly through the website. It also sells via ecommerce platforms like Amazon and through retail outlets.



The company also offers ‘drinkable’ oats-on-the-go, allowing consumers to enjoy oatmeal in a super convenient way while travelling.

GoOats has received a grant of INR 25 Lakh from the Rajasthan government.

The company is focussed on scaling its brand through quick commerce to enhance accessibility and convenience for consumers.

With a commitment to quality and convenience, GoOats aims to redefine how people consume oats, making healthy eating easier for busy lifestyles. The company’s innovative approach positions it well within the competitive food processing market, catering to health-conscious consumers seeking nutritious snack options.





On Clock Logistics

Delivering Logistics Excellence

On Clock Logistics was founded by Ajay Kumar in 2023. The Churu-based company specialises in value-added logistics services for different business verticals ranging from apparel & lifestyle, ecommerce, healthcare, publishing to automotive, engineering & electrical hardware, FMCG & consumer electronics.



Headquarters

Churu, Rajasthan



Founded In

2023



Founder(s)

Ajay Kumar



Total Funding

Bootstrapped



Business Model

B2B



Primary Competition

Home Logistics, SafeExpress



Team Size

10



Number Of Clients/Users

30 Clients



Revenue In FY24

INR 80 Lakh

The startup adds value to businesses at every level, right from providing world-class warehousing support to ensuring time-definite deliveries of goods anywhere in India. It offers comprehensive logistics services that cover air, road, and rail transportation.

The company has established a network that extends into towns and villages, making it accessible for a wide range of clients.

With notable clients like Tata Motors and Glenmark, On Clock Logistics is actively building its presence in the logistics market. The company is currently bootstrapped and focusing on expanding its service offerings.

Looking ahead, On Clock Logistics plans to scale its operations significantly by adding more vehicles and warehouses to support its growing client base. The company aims to tap into the ecommerce sector, adapting its logistics solutions to meet the demands of online retail. This strategic expansion will enable On Clock Logistics to provide even more efficient services while enhancing its market reach.



Studybase

Studybase

ERP Solutions Provider For Educational Institutions



Headquarters

Jaipur, Rajasthan



Founded In

2021



Founder(s)

Anuj Ahuja, Aashish Ahuja, Saurabh Vyas



Total Funding

INR 2.5 Cr



Key Investors

IIM Udaipur Incubation Center, Microsoft



Business Model

B2B



Primary Competition

Entab



Team Size

35 employees



Number Of Clients/Users

800+ educational institutions, serving over 600,000 students



Month-on-Month Revenue Growth

~100% (YoY) growth

Founded by Anuj Ahuja, Aashish Ahuja and Saurabh Vyas in 2021, Jaipur-based Studybase is an edtech company focussed on providing students with a comprehensive platform for career guidance, online learning, and skill development.

The company offers an all-in-one SaaS platform for educational institutions, combining learning management and marketplace features. It delivers a seamless digital experience that connects institutions and parents, enhances learning outcomes through data and analytics, and accelerates the delivery of educational solutions.



The company’s integrated solutions for educational institutions features no-code customisation, fee management integrated with banks, and compatibility across iOS, Android, web, interactive boards and smart TVs.

Studybase has scaled rapidly, serving over 800 educational institutions across 15+ cities and 5+ states. It supports more than 6 Lakh students and 20K teachers, partnering with 20+ Edtech and Fintech companies, and processing over INR 2K Cr in fee payments.

Studybase is backed by IIM Udaipur Incubation Centre and the Rajasthan government’s iStart programme. It won the Rajasthan Innovation Award from a pool of 3,500+ startups in 2023-24.

Looking ahead, Studybase plans to enhance its platform capabilities, expand into AI-based use cases, and explore international markets, including Nigeria and Europe.

Your Institution Analytics

Students

New	Exit	Total
46	8	1022

Counted on: 14 December

3rd Quarter Fee

Paid	Pending
976	46

Counted on: 14 December

Enquiry

97 Enquiries by 14 Dec

05 Enquiries on 14 Dec

Reminders Sent

46 SMS 46 Whatsapp

✓

End-to-End Platform

✓

Learning Management

✓

Easy Integrations

✓

Admission Management

Student Information System


Edit

Personal Details

Documents

Academics

Progress Reports



Riya Gupta

25478

Email

priya32@gmail.com

Gender

Female

Phone no.

+91 9057547658

Date of Birth

21 Jan, 2010

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Udyati Education Foundation

Offers Interactive Platform For Upskilling And Vocational Training

Founded by Deepak Sharma in 2023, Udyati Education Foundation is dedicated to skill development initiatives aimed at empowering individuals through education and vocational training.



Headquarters

Deeg, Rajasthan



Founded In

2023



Founder(s)

Deepak Sharma



Business Model

B2C



Team Size

5



Number Of Clients/Users

80



Revenue In FY24

INR 2 Lakh

The Deeg-based startup offers various programmes focussed on enhancing employability and practical skills, particularly in areas such as computer education and vocational training workshops.

The Udyati Education Foundation is committed to bridging the gap between education and the job market, ultimately contributing to a skilled workforce in the region.

Looking ahead to 2025, Udyati Education Foundation plans to expand its training programmes and reach more individuals across Rajasthan, focussing on increasing the number of vocational training workshops and enhancing partnerships with local industries to improve job placement opportunities for participants.





Organi Gully

Bringing Nature To Your Plate



Headquarters

Rajsamand, Rajasthan



Founded In

2024



Founder(s)

Kuldeep Singh Chudawat,
Shubhang Agrawal



Business Model

B2B, B2C



Primary Competition

NinjaCart



Team Size

10-12



Number Of Clients/Users

450



Revenue In FY24

INR 5-6 Lakh

Organi Gully is a startup based in Rajsamand and focused on promoting organic agriculture. Founded by Shubhang Agrawal and Kuldeep Singh in 2024, the company sells organic produce to consumers and businesses, contributing to healthier lifestyle and sustainable environmental practices. Apart from fruits and vegetables, it also sells seeds, *ghee*, cereals and pulses.



The company ensures that all products are grown using environmentally conscious methods. Organi Gully focuses on both B2B and B2C models, delivering fresh organic produce to consumers while also collaborating with businesses to share their produce.

Currently, Organi Gully is bootstrapped with a team of 10-12 employees. The startup offers over 100 product categories. For FY24, the company revenue was INR 5-6 Lakh, with a consistent month-on-month revenue growth of 10%.

Organi Gully plans to expand its operations, increase its product offerings, and enhance its customer base. In 2025, they plan to start sourcing fruits from Maharashtra and Gujarat.





Dualite Technology Private Limited

Transforms UI Designs Into Functional Codes To Improve Developer Productivity

Founded in March 2022 in Jodhpur, Rajasthan, this startup specialises in developing an innovative design-to-code tool that converts UI designs from platforms like Figma into high-quality, production-ready code.

The company was founded by Rohan Singhvi and Prakhar Tandon with the goal of streamlining front-end development and enhancing developer productivity.



Headquarters

Jodhpur, Rajasthan



Founded In

2022



Founder(s)

Rohan Singhvi, Prakhar Tandon



Total Funding

INR 1.3 Cr



Key Investors

100X and PIEDS



Business Model

B2B, B2C



Primary Competition

Bolt.neo, Lovable.dev



Team Size

6 people



Number Of Clients/Users

38



Revenue In FY24

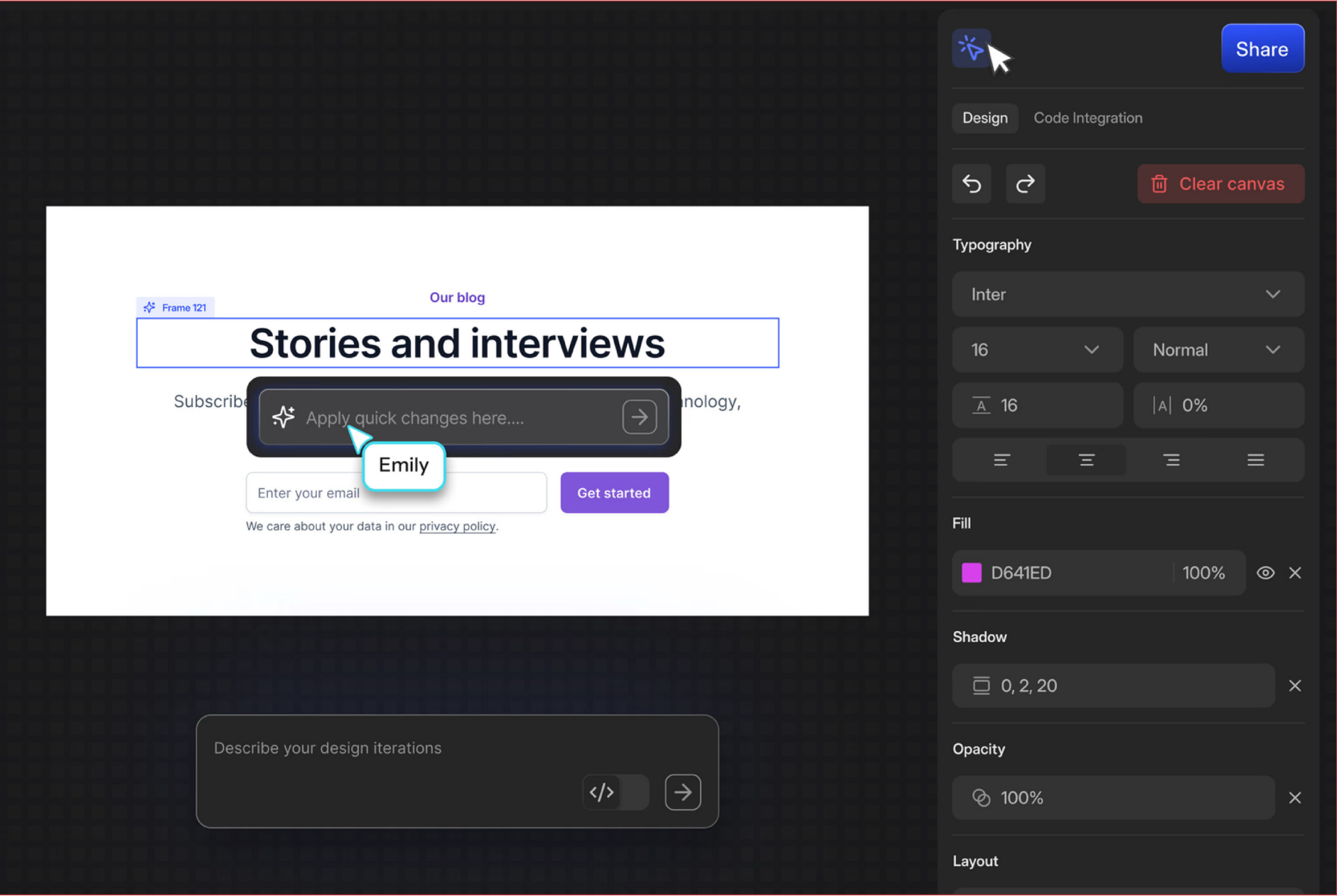
INR 15 Cr

Dualite aims to automate the tedious process of converting UI/UX designs into clean, scalable code, saving significant time for developers and businesses.

By offering a B2B2C model, Dualite caters to both enterprises and individual developers, positioning itself as a game-changer in the frontend development space.

The company has raised INR 1.3 Cr in funding from investors like 100X and currently operates with a small team. With 38 clients, Dualite has shown promising growth, with an impressive revenue of INR 15 Cr in FY24.

Looking ahead, Dualite plans to expand its user base, enhance product offerings, and refine its technology stack to improve speed and accuracy. The company is also focussed on scaling its operations and growing its revenue base in the coming years.





Yelofast

Hyperlocal, Instant Deliveries Tailored For Small Businesses

Bikaner-based YeloFast is a delivery service founded by Nitesh Goyal and his sister Nikita in 2019. The venture specialises in hyperlocal, instant delivery services tailored for shopkeepers and small businesses. It connects local merchants with their customers by offering a simple and efficient delivery solution through an easy-to-use mobile app.



Headquarters

Bikaner, Rajasthan



Founded In

2019



Founder(s)

Nitesh Goyal, Nikita Goyal



Total Funding

NA



Key Investors

Bootstrapped



Business Model

B2B



Primary Competition

Dunzo, Blinkit, Porter



Team Size

6



Number Of Clients/Users

4,000+ shopkeepers across Bikaner and Sri Ganganagar



Revenue Run Rate for FY24

INR 55 Lakh

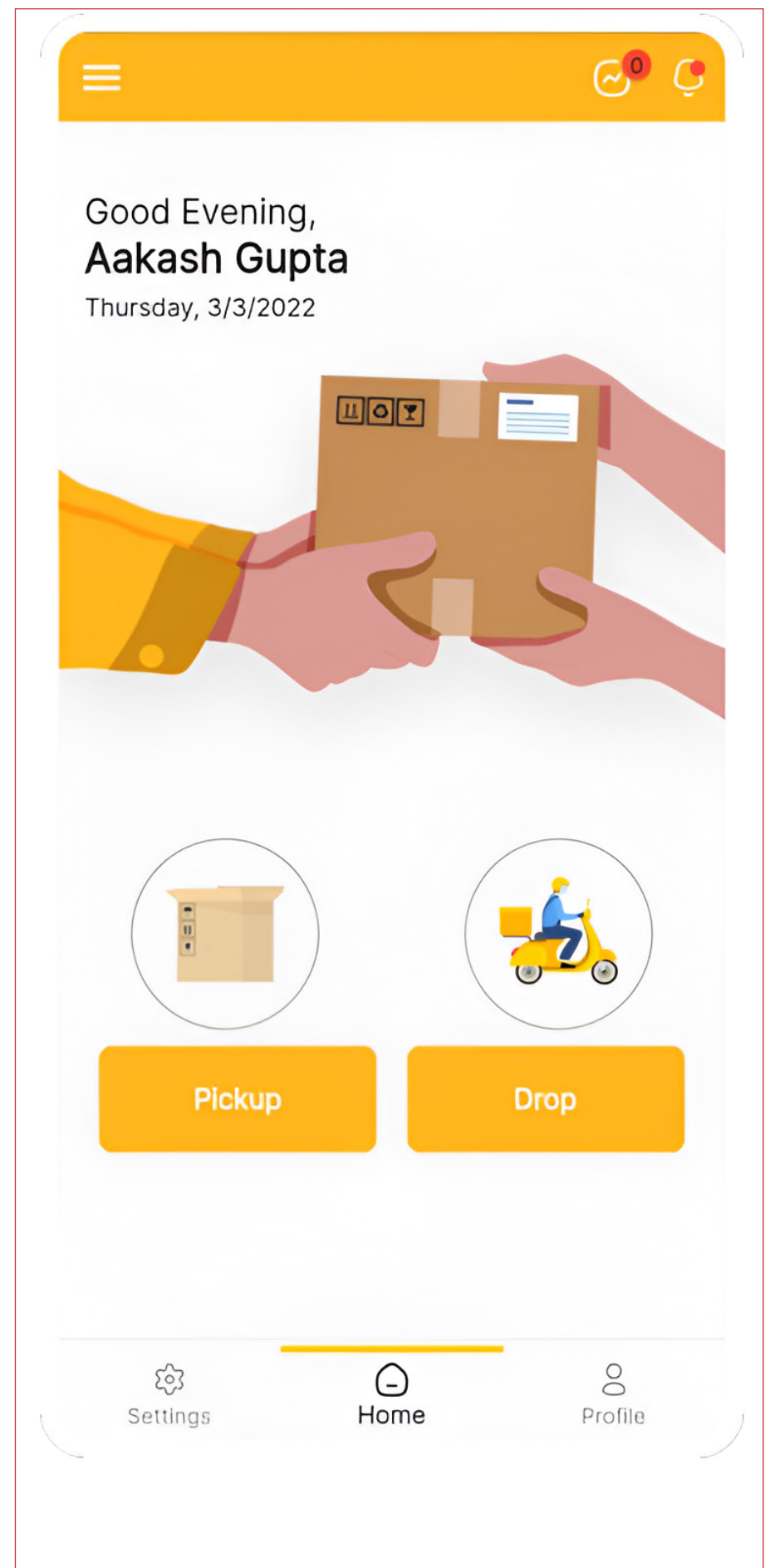
YeloFast's app is user-friendly and accessible, designed specifically for shopkeepers in tier III and IV cities with minimal tech knowledge. The app provides multi-language support, employee management, real-time tracking, and customer relationship management, all crafted to empower local businesses and facilitate their delivery needs.

This focus on user-friendliness, combined with the strong community connections in smaller cities, sets YeloFast apart from larger delivery platforms.

The company has seen impressive growth, with nearly 4,000 shopkeepers across Bikaner and Sri Ganganagar using the platform, processing around 8,500 deliveries per month.

YeloFast clocked a revenue of INR 55 Lakh in FY24. Despite no external funding as of yet, the company has benefited from the mentorship and resources of iStart Rajasthan, which has played a key role in its growth.

Looking forward, YeloFast plans to expand to 200 cities within the next two years, tapping into the potential of over 7 Cr local shopkeepers. The company also aims to integrate AI-driven insights and collaborations with point-of-sale systems to offer a more comprehensive solution for small businesses across India.





A Look At Sunrise Sectors

Animation, VFX, Gaming, Comics, and Extended Reality (AVGC-XR)

By 2030, the AVGC-XR sector in India is projected to reach a valuation of \$26 Bn, representing an impressive 8.7X increase from the current \$3 Bn in 2024. India currently boasts of 900 Mn internet users, positioning it as one of the world's largest markets for sectors such as over-the-top (OTT) media, film and television, and gaming in terms of user base.

Moreover, the Rajasthan state government has recently published a dedicated draft policy for AVGC-XR, signalling the sector's strategic importance to the region.

Key Highlights

30% exemption on production expenditure of animation films and series

INR 50 Cr state fund to promote creation of AVGC-XR ecosystem

30% exemption on production expenditure of VFX/AR/VR content

20% exemption on production expenditure of mobile and console games

Segments To Watch Out For

Game Development & Publishing

With 435 Mn users, India leads the global gaming market across mobile and console platforms. The rollout of 5G and expanding internet access is driving demand for AAA games on mobile and consoles. While these games require significant investment, Rajasthan's 20% tax exemption on production costs makes it an attractive location for the new game development studios.

Animation & VFX

The blockbuster success of films like Bahubali, RRR, and Kalki 2898 AD, which heavily feature CGI and animation, demonstrates India's strong appetite for visual effects. This demand extends beyond cinema into emerging sectors like gaming and AR/VR applications.

AR/VR

The market size of augmented and virtual reality segment in India is poised to reach \$14 Bn by 2027 as compared to \$6 Bn in 2024. The AR/VR sector in India is growing at a CAGR of 34%. Key industries where AR/VR technology will play a key role includes— gaming, media and entertainment, retail, education and healthcare.

Artificial Intelligence & Allied Technologies

It's reckoned that the adoption of AI and generative AI could boost India's GDP by \$359-438 Bn by 2030. Several sectors, including financial services, transport, education, and retail, are poised for significant impact.

Advances in AI technology would also lead to improved robotics products and solutions. Technologies like computer vision, hardware acceleration and sensing technology, amongst others, rely heavily on machine learning algorithms. Furthermore, Rajasthan is at the forefront of using artificial intelligence in governance.

Key Highlights

AI in governance is in action across various state government departments

Shrijan, an R&D centre launched in IIT Jodhpur in collaboration with Meta

75% reimbursement of SGST for a period of seven years

The largest government-owned data centre in India is in Jaipur and Jodhpur

Segments To Watch Out For

Generative AI

The generative AI market in India is expected to reach \$17 Bn by 2030, marking a 10.6X increase from \$1.6 Bn in 2024. Given the sector's growth trajectory over the past five years, Indian venture capitalists are keen to back generative AI startups operating from India.

According to Inc42's latest generative AI investor survey, 65% of VCs in India are willing to invest in early-stage generative AI startups, compared to 32% who prefer growth-stage investments.

AI Infrastructure

According to Inc42, only 4% of funded Indian AI startups focus on infrastructure solutions like foundation models and GPU support, while most crowd the application layer.

This underserved infrastructure segment presents entrepreneurs with a strategic opportunity to enter a less competitive market with significant growth potential and stronger technological moats.

Edge AI

The escalating requirement for real-time data processing at the edge, as opposed to centralised cloud servers, propels the demand for edge AI processing. This trend is anticipated to persist, fuelling the necessity for specialised AI semiconductors capable of managing intricate computations essential for edge AI processing.

Vertical AI Solutions

While global players focus on horizontal AI solutions, Indian VCs are taking a different route, with 84% betting big on sector-specific solutions. This suggests a clear strategic pivot towards specialised AI applications that solve unique industry-specific challenges.

Electronics System Design and Manufacturing (ESDM)

The Rajasthan Investment Promotion Scheme 2024 has placed Electronics System Design and Manufacturing (ESDM) at its heart to give manufacturing a proper boost across the state.

With manufacturing playing such a vital role, it's tipped to help Rajasthan's economy grow from \$189 Bn to a whopping \$350 Bn by 2029.

Key Highlights

100% exemption on electricity duty for seven years	75% reimbursement of SGST for a period of seven years	13-28% reimbursement of Eligible Fixed Capital Investment (EFCI)	Turnover-Based Incentive 1.20% - 2.0% of annual net sales
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Segments To Watch Out For

Consumer Electronics

India clinched the second spot globally in mobile manufacturing and consumption. With smart homes becoming all the rage, from smart ACs to speakers, there's massive demand. Plus, manufacturing hubs like Bhilwara, near Delhi, are perfectly placed to cash in on this boom.

Electronics Components

The government has gone all in on semiconductor manufacturing, with quite impressive initiatives to boot. There is a surge in demand for locally made integrated circuits and memory chips, and it's not slowing down anytime soon.

Semiconductors

India's semiconductor market is projected to grow from \$33B in 2023 to \$150B by 2030 at 24% CAGR, with a thriving ecosystem of 100+ startups focussed on design and assembly services. The growing number of startups in this segment indicate business opportunities for small and medium enterprises in this sector.

Communication & Broadcasting Equipments

India's 5G revolution is gaining momentum, with over 7,000 cities and towns now connected. The government's ambitious plans are expected to unlock a staggering \$455 Bn in economic value by 2040. The growing prevalence of 5G connectivity in India will also drive demand for equipment such as antennas, radios, and other components required to construct a robust Radio Access Network (RAN) in the country.

Renewable Energy

The Rajasthan government promotes renewable energy and sustainability through its "Green Growth" incentives under the Rajasthan Investment Promotion Scheme 2024. The policy offers financial rewards to businesses that invest in green infrastructure, such as wastewater treatment and renewable energy projects. It also supports the development of clean technology and gives tax breaks to companies generating their own renewable energy.

Key Highlights

75% reimbursement of SGST for a period of seven years

1st in solar among Indian states with an installed capacity of 22.8K+ MW and more than 325 clear sunny days annually

2nd in renewable energy among Indian states with installed capacity of renewable energy with a total of 28.6K+ MW

3rd in wind power with an installed capacity of 5.1K+ MW

Segments To Watch Out For

Green Hydrogen

The central government's Green Hydrogen Mission represents a pivotal strategy in India's decarbonisation drive. The Rajasthan Green Hydrogen Policy, 2023, offers incentives to promote green hydrogen development, including a 50% exemption on transmission and distribution charges for 10 years, a 10-year exemption from cross-subsidy surcharges, competitive land allotment, and waived banking charges for renewable energy.

Biomass And Waste-To-Energy

Biomass and waste-to-energy schemes are crucial for India, offering promising solutions to key environmental and developmental challenges while supporting the nation's sustainability objectives. The Rajasthan Biomass and Waste to Energy Policy, 2023, outlines several supportive policy environments, financial incentives, streamlined project facilitation, and potential feedstock availability.

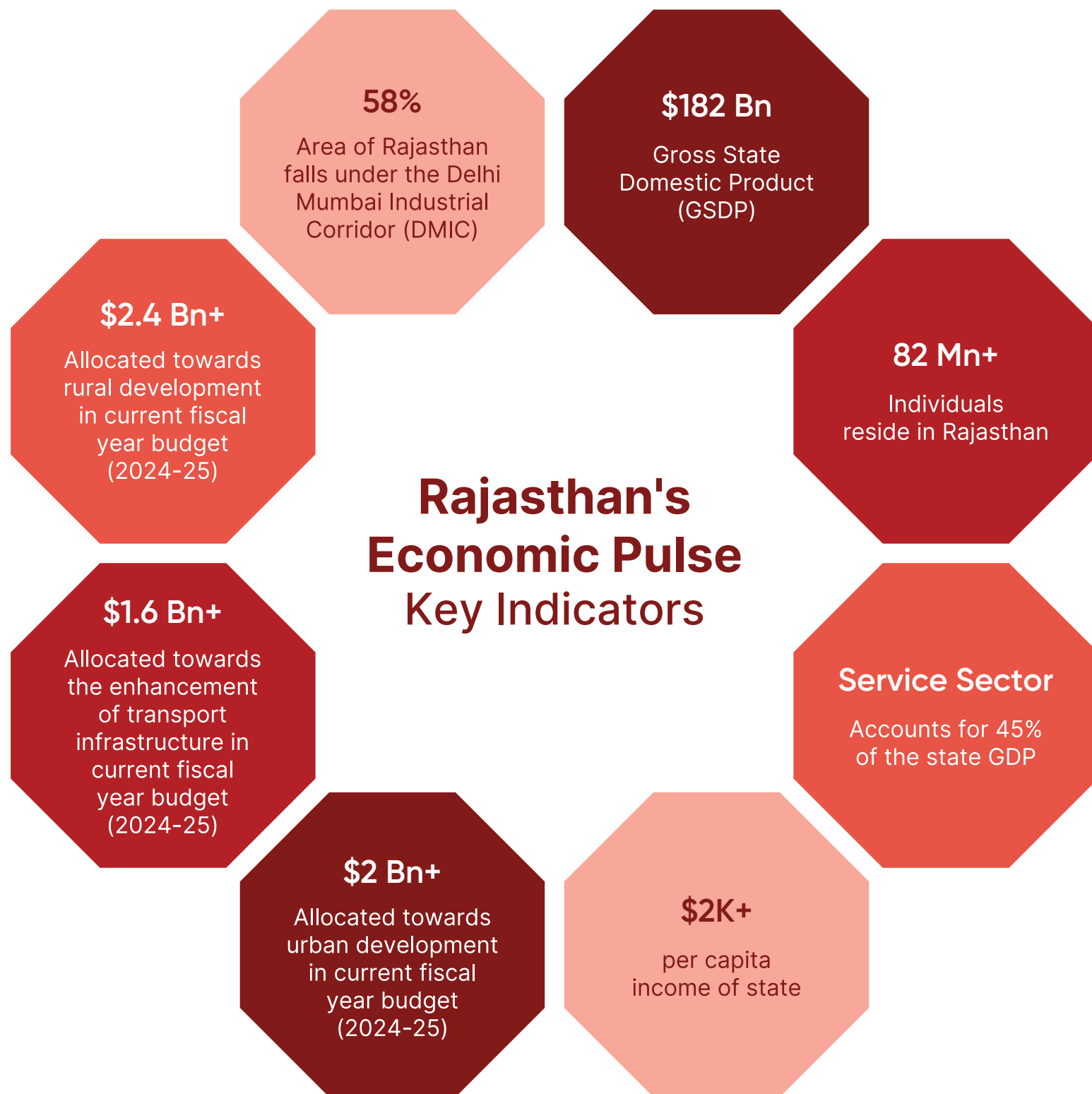
Solar Energy

Rajasthan is the state with the highest installed solar capacity in India (22.8K+ MW). Furthermore, the state government plans to install 65K MW of solar capacity by 2029-30. Identifying potential for startups and entrepreneurs to develop products and services in fields such as rooftop solar systems, energy monitoring & efficiency solutions, and panel manufacturing.

Wind Energy

Rajasthan is the third-largest installed capacity for wind energy in India, with about 5.1K MW. The state administration plans to build 15K+ MW of wind and hybrid power projects by 2029-30, demonstrating a significant commitment to increasing wind energy generation.

Why #StartupRajasthan



Source: Rajasthan Budget 2024-25, Inc42 Analysis

Rajasthan's Industrial Future: 58% Of State Under Delhi-Mumbai Industrial Corridor (DMIC)

The Delhi-Mumbai Industrial Corridor stands as a transformative megaproject, weaving together 89 districts across six Indian states. At its core lies a dedicated freight railway, serving as the backbone for what aims to become one of the world's premier manufacturing and trading destinations. Rajasthan leads other states with the highest coverage under the Delhi-Mumbai Industrial Corridor (DMIC), encompassing 22 districts.



Notable Benefits From The Delhi-Mumbai Industrial Corridor (DMIC)

- ✦ **Addressing Underdevelopment:** Central Rajasthan region relatively lags behind from an economic perspective. The DMIC project seeks to boost development in these underserved areas.
- ✦ **Infrastructure Development:** The DMIC project focusses on developing premium infrastructure, transportation, energy, and logistics to strengthen Rajasthan's industrial and economic growth.
- ✦ **Job Creation:** The DMIC's industrial expansion will create new jobs. While Rajasthan currently accounts for 21.8% of DMIC's workforce, this percentage is projected to grow as development continues.

Source: National Industrial Corridor Development Programme (NICDC), Inc42 Analysis

The Rajasthan Budget Breakdown: Understanding The State's Fiscal Priorities For 2024-25

	2023-24 (Revised)	2024-25 (Budgeted)	YoY % Change
Urban Development	\$7.1 Bn	\$7.1 Bn	32%
Water Supply and Sanitation	\$3.8 Bn	\$3.8 Bn	22%
Social Welfare and Nutrition	\$2.9 Bn	\$2.9 Bn	18%
Irrigation and Flood Control	\$2.4 Bn	\$2.4 Bn	17%
Rural Development	\$2.1 Bn	\$2.1 Bn	16%
Health and Family Welfare	\$1.5 Bn	\$1.5 Bn	15%
Police	\$1.6 Bn	\$1.6 Bn	11%
Education, Sports, Arts, and Culture	\$1.5 Bn	\$1.5 Bn	9%
Transport	\$1.1 Bn	\$1.1 Bn	9%
Agriculture and Allied Activities	\$1.1 Bn	\$1.1 Bn	6%
Energy	\$1 Bn	\$1 Bn	-3%

Source: Rajasthan Budget 2024-25, Inc42 Analysis
Note: USD to INR exchange rate is 83.9 for both fiscal years

The Rajasthan Budget 2024-25 prioritises urban-rural development and social infrastructure, with significant investments in urban development (\$7.8 Bn, +32% YoY) and water supply & sanitation (\$3.7 Bn, +22% YoY).

The government also shows a commitment to social welfare with increased allocations in social welfare & nutrition (\$3.3 Bn, +18%) and health & family welfare (\$2 Bn, +15%). Balanced investments in irrigation & flood control (\$2.9 Bn) and rural development (\$2.4 Bn) continue for agricultural sustainability and rural growth.

Notable Initiatives By The State Government To Promote Development Of Business Ecosystem In Rajasthan

RAJ NIVESH

It is a unified online portal that streamlines business approvals and registrations through time-bound clearances and e-payment tracking. It also offers investors access to current regulations, policies, and schemes.

RAJ UDYOG MITRA (MSME)

This initiative is designed to boost entrepreneurship and economic growth in Rajasthan by simplifying regulations for MSMEs. Under this programme, small businesses can operate without prior state-level approvals and are exempt from inspections for five years. The scheme features a streamlined, free application process that requires minimal documentation and provides immediate certification, making it easier for entrepreneurs to establish and run their businesses.

Attractive Incentive Structure

Rajasthan Investment Promotion Scheme (RIPS 2024) offers a three-tier incentive system. Tier I provides standard incentives for sectors like manufacturing and startups. Tier II adds extra benefits for green growth and exports, and tier III offers customised packages (Silver, Gold, Platinum) for large investments. This structure supports diverse investors while advancing state priorities.

Sector-Specific Incentives












The Rajasthan Investment Promotion Scheme 2024 (RIPS 2024) offers a range of sector-specific incentives to promote business growth in key areas such as green energy, ESDM, tourism, and agriculture. These incentives are designed to attract investment, stimulate economic activity, and create employment opportunities in targeted sectors.

Empowerment Of Women Entrepreneurs

The Rajasthan Startup Policy 2022 promotes inclusive entrepreneurship by offering enhanced funding for startups led by women, transgenders, specially-abled individuals, and those from SC/ST and rural backgrounds.

These founders receive an additional 10% in funding support, while women-led startups get extra incentives and reserved incubation spaces. Through its Scale-Up Fund, the policy provides up to INR 1.5 Cr per startup.

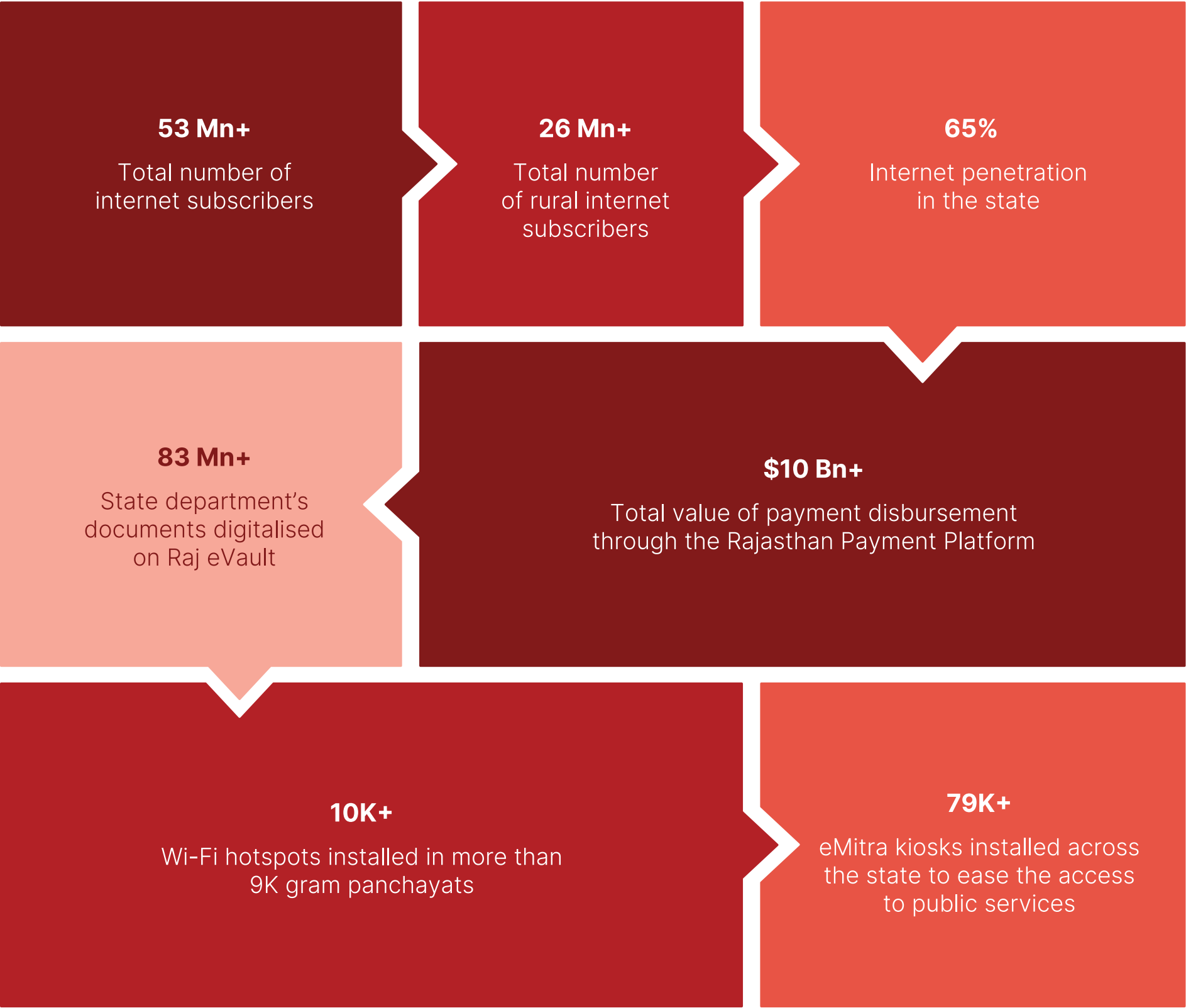
Cost Of Living Index: Jaipur Emerges As India’s Most Affordable Metropolitan

City	Cost of Living Index	Rent Index	Cost of Living Plus Rent Index
 Mumbai	25.6	18.1	22.3
 Gurugram	24.5	8.0	17.2
 Bengaluru	23.4	8.7	16.9
 Delhi	22.0	7.5	15.6
 Pune	22.5	6.4	15.3
 Noida	22.1	5.3	14.7
 Hyderabad	21.4	6.2	14.7
 Ahmedabad	21.1	4.5	13.7
 Chennai	20.6	4.9	13.7
 Kolkata	19.8	3.6	12.6
 Jaipur	19.1	3.9	12.4

Source: Numbeo, Inc42 Analysis
Note: The scale of indices mentioned above is between 0 and 100.

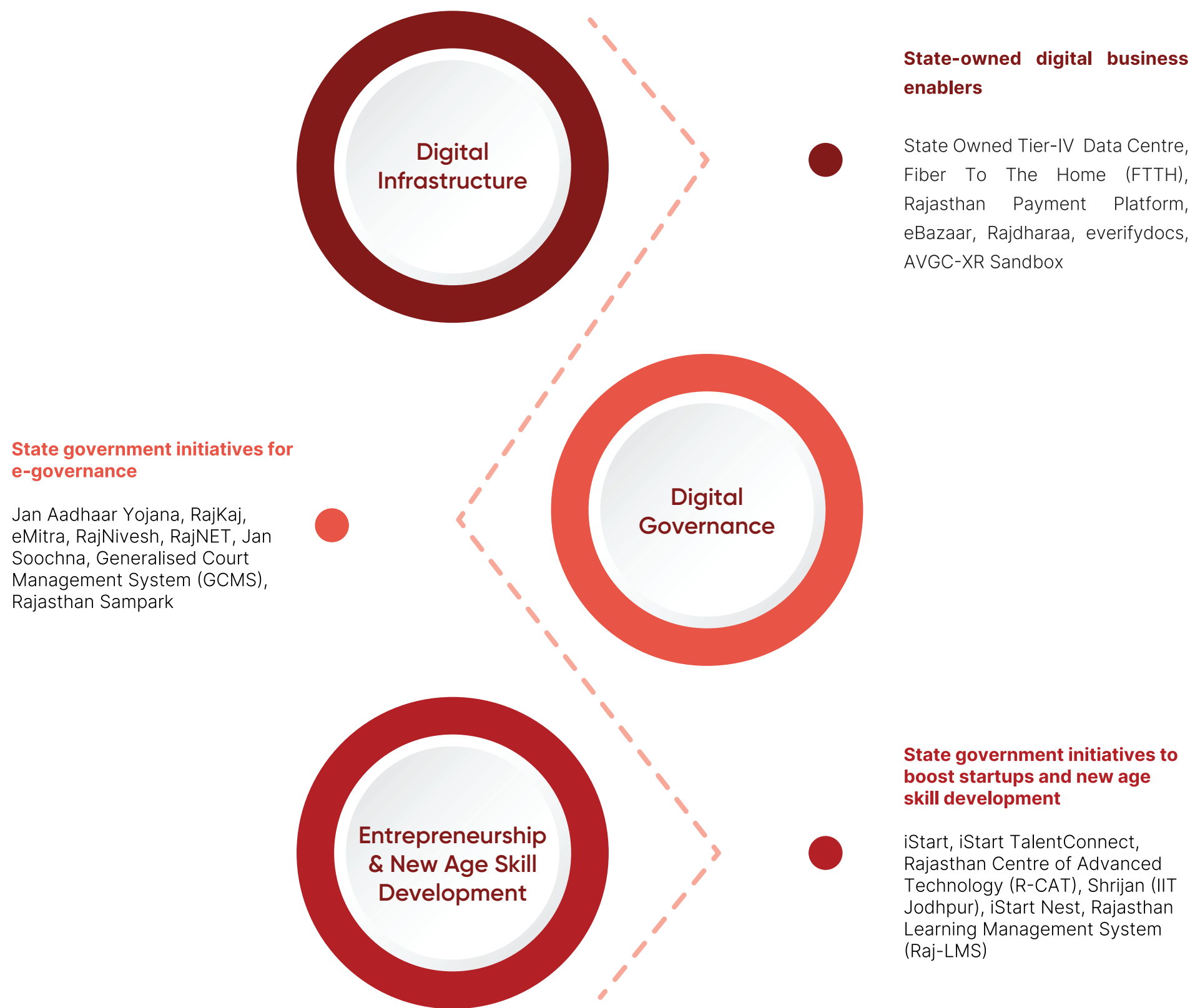
- ✦ The average cost of a three-bedroom apartment in the city centre region of Jaipur (INR 28.3K) is 59% lower than that of Bengaluru (INR 71.9K).
- ✦ Compared to Bengaluru (INR 3.1L), Jaipur (INR 99.6K) has 68% cheaper primary school tuition on average each year.

Rajasthan's Digital Economy: Key Indicators



Source: TRAI, Department of Information Technology & Communications, Inc42 Analysis
Note: The internet penetration in the state is based on number of internet subscribers per 100 individuals

Rajasthan's Digital Stack: Key Initiatives



Source: Inc42 Analysis, Department of Information Technology & Communication (DOITC)

Information Technology Development

The Rajasthan government has actively worked to revolutionise its IT sector through strategic initiatives. The state is fostering a vibrant startup culture while building robust technical infrastructure. These coordinated efforts aim to establish Rajasthan as a premier tech hub, attracting fresh investment and cultivating innovation across the region.

Bhamashah State Data Centre is the largest state owned tier-IV data centre in India

Rajasthan Centre of Advance Technology (RCAT) is a public-private partnership to boost skill development among youths in new age technology

iStart is a one-stop nodal programme and online portal for startups and MSMEs

AI In Governance is in action across various state governments departments

The Key Growth Drivers

Strategic Location

Rajasthan boasts excellent connectivity through its integrated transport network. International airports in Jaipur, Udaipur, and Jodhpur connect the state to major global destinations, while comprehensive road and rail links ensure seamless domestic travel. Notably, 58% of Rajasthan falls within the Delhi-Mumbai Industrial Corridor (DMIC), further enhancing its strategic accessibility.

Specialised Training

The state government’s policies focus on workforce development, with mentors and academics trained in emerging technologies. RIPS 2024 furthers this mission through targeted programmes to build a competitive, business-ready workforce.

Public-Private Partnerships

Rajasthan's Startup Policy promotes public-private partnerships to strengthen the startup ecosystem. A prime example is Shrijan, an AI research centre established at IIT Jodhpur in collaboration with Meta, which showcases the successful implementation of this collaborative approach.

Physical Infrastructure

The state government has shown emphasis on building a strong physical infrastructure, including IT parks, incubation centres, and plug-and-play facilities. The Rajasthan Startup Policy discusses the provision of physical infrastructure like coworking spaces and testing labs.

Consumer Internet Development

With over 53 Mn internet subscribers, including 26 Mn in rural areas, Rajasthan offers significant potential for digital businesses. This widespread connectivity, bolstered by government initiatives like public Wi-Fi hotspots and fibre connections, has created a thriving market for consumer internet services, from food delivery to ecommerce.

10K+

Wi-Fi hotspots installed in more than 9K gram panchayats

\$10 Bn+

Total value of payment disbursement through the Rajasthan Payment Platform

83 Mn+

State department's documents digitalised on Raj eVault

79K+

eMitra kiosks installed across the state to ease the access to public services

The Key Growth Drivers

Growing Consumer Electronics Sales

The ecommerce market in Rajasthan is growing rapidly, with considerable increase in consumer electronics purchases, particularly during the festival season. For example, Jaipur has been highlighted as a high-performing region for consumer electronics on platforms such as Amazon, showing a shift in customer behaviour towards online purchasing.

Government Initiatives And Policies

Several government schemes promote digital literacy and e-governance, including the “e-Sakhi” programme for women's empowerment and the iStart project to encourage startups. Such programmes not only encourage entrepreneurship but also improve public service delivery via digital platforms.

Enhanced Connectivity Infrastructure

The state government has been particularly proactive in encouraging the use of digital technology in administration, launching initiatives such as the Rajasthan Payment Platform, RajNET, and eMitra, among others indicating a commitment to increasing internet connectivity throughout the state.

Animation, VFX, Gaming, Comics, Extended Reality (AVGC-XR)

Recognising the expansion of the animation, visual effects, gaming, comics, and extended reality (AVGC-XR) industry, the Rajasthan government announced the formation of the AVGC-XR policy in its 2024-25 state budget. The draft policy includes various financial and infrastructure level incentives for businesses.

Recommendations To Stakeholders

Rajasthan's startup story is currently being brewed to perfection. Once rooted in tradition, the state is emerging as a hub for new-age ventures. Yet, to compete with India's top startup destinations, it must plug some visible gap.

While unlocking capital beyond Jaipur is likely to help, other crucial factors like unlocking capital beyond Jaipur, boosting women entrepreneurs, and nurturing deep-tech ventures will be key to a long-term growth momentum.

For now, let's steal a glance at the areas that need the Rajasthan government's undivided attention:

State Owned AI Infrastructure

Tech's moving at warp speed these days — AI's getting smarter, quantum's getting real, and suddenly everyone is scrambling for homegrown tech infrastructure.

The demand for sovereign technology infrastructure is set to increase significantly. This rise is anticipated as nations move to restrict access to cutting-edge hardware, such as advanced processors and data centres, in an effort to safeguard their technological sovereignty. More initiatives like the establishment of largest state-owned tier-IV data centres in Jaipur and Jodhpur are required.

Emphasis On AVGC-XR

With the 2024 draft of AVGC-XR policy, Rajasthan aims to become a hub for animation, gaming, and immersive tech (AVGC-XR) startups by tapping into its cultural roots and fresh tech talent. Think about it, the state's epic stories, folk art, and iconic forts are pure gold for creating next-level digital experiences.

With India's AVGC-XR sector booming and global appetite for extended reality (XR) content growing, this move's a natural fit. It's about blending heritage with innovation to put Rajasthan on the global map.

AI In Governance Through Startups

Rajasthan should push ahead with AI in public services by backing local tech startups – it's a smart move. Why not launch tailored schemes for firms building AI tools that tackle everyday stuff like farming advice, healthcare systems, or school support?

A dedicated funding pot for civic AI projects, paired with open access to govt. data, could spark homegrown solutions that actually work here. Cut the red tape, let startups and public institutions/bureaucrats collaborate, that's how you boost efficiency without losing the local edge.

The establishment of Shrijan, an R&D centre launched in IIT Jodhpur in collaboration with Meta is a step in the right direction, as this democratises AI infrastructure tools to aspiring entrepreneurs and tech students.

Women Entrepreneurs

Only 14% of iStart's startups have women leaders, a problem that's sadly common across the industry. This isn't just about fairness, we're missing out on massive economic potential by not addressing both obvious and hidden barriers keeping women entrepreneurs back.

Democratising Startup Capital

While Rajasthan has an impressive startup scene with over 5.2K DPIIT-registered ventures, startup capital is heavily concentrated in Jaipur. Though the Pink City houses just 45% of the state's startups, it commands a whopping 91% of the \$369 Mn investment pie.

There's huge untapped potential in Rajasthan's other cities and spreading investment across these emerging hubs could unlock new waves of innovation and create more balanced economic growth throughout the state.

Emphasis On Cleantech

Rajasthan has a prime opportunity to capitalise on its abundant solar and wind resources, positioning itself as a hub for cleantech innovation. The state is promoting local startups in the cleantech domain by offering mentorship, funding and academic partnerships. It is incorporating circular economy initiatives to strengthen this vision and creating nurturing environment for innovation.

In Conclusion

Rajasthan's startup ecosystem has showcased significant growth in the post-Covid era, positioning the state as a potential hub for innovation and entrepreneurship. While progress is evident, several key areas require attention to fully realise this potential.

Not to mention, nurturing emerging sectors like artificial intelligence (AI), machine learning (ML), animation, visual effects, gaming, and extended reality (AVGC-XR) will go a long way in making Rajasthan an attractive destination for investors.

Moreover, the state holds a wealth of unique opportunities if it infuses technology into its rich cultural heritage. This will require development of infrastructure, policy-level changes and a great deal of government support.

To outdo its peers, Rajasthan needs prioritise increasing women's participation in the startup ecosystem, promoting gender equality and diversifying the talent pool. Democratising access to capital is crucial too, as this would help Rajasthan startups stay abreast of emerging startup hubs like Pune, Chennai, Hyderabad, among others.

Now, the time is also ripe for Rajasthan to chalk out a solid Environmental, Social, and Governance (ESG) plan to ensure that businesses grow responsibly and sustainably.

These are some of the crucial elements that would help Rajasthan foster an environment of innovation and inclusivity and establish itself as a model state for culturally rich startups.

Methodology

The State of Rajasthan Startup Ecosystem Report 2025 is a comprehensive deep-dive into the state's evolving innovation landscape, built on primary research, extensive secondary data analysis, and qualitative insights from ecosystem stakeholders. The objective is to map the growth, opportunities, and structural dynamics powering Rajasthan's transformation into a rising startup hub.

Data Sources & Scope

- ✦ **Primary Research:** Interviews and surveys with founders, investors, incubators, and policymakers active in Rajasthan's startup ecosystem, including inputs from iStart Rajasthan.
- ✦ **Secondary Data:** Aggregated from DPIIT startup registration data (as of November 2024), Inc42+ proprietary datasets, Rajasthan Budget 2024–25, iStart portal metrics, TRAI, National Industrial Corridor Development Programme (NICDP), and government policy documents.
- ✦ **Funding & Startup Metrics:** All startup funding data used in this report spans January 2014 to Q3 2024, excluding outliers like Ginnarsoft for a balanced representation. Funding stages and deal volumes were verified via Inc42's startup intelligence platform and investor disclosures.
- ✦ **City-Wise & Sectoral Insights:** Analysis of DPIIT-registered startup distribution across Rajasthan's top 20 cities, sectoral funding patterns, and regional startup density trends based on Inc42's proprietary tracking framework.
- ✦ **Startup Spotlights:** Curated through direct outreach, secondary validation, and iStart Rajasthan's incubation and grant records, to highlight representative startups across high-growth sectors such as cleantech, edtech, fintech, ecommerce, and enterprise tech.

Report Framework

The report is structured across key thematic pillars:

- ✦ Rajasthan's economic and policy transition from an agrarian base to a tech-enabled growth engine
- ✦ Sunrise sectors and innovation clusters driving new-age entrepreneurship
- ✦ Impact of government-led initiatives like iStart Rajasthan, RIPS 2024, and the Rajasthan Startup Policy 2022
- ✦ Funding trends, ecosystem enablers, and investor confidence
- ✦ Spotlight case studies on emerging startups building from and for Rajasthan

Limitations

While every effort was made to validate data from multiple credible sources, some figures (e.g., startup revenues and user metrics) rely on founder disclosures and public domain records, which may vary in completeness. Funding data may not capture unreported or stealth investments.

About Inc42

Inc42 is India's largest tech media & information platform on a mission to build & serve India's tech, startup & internet economy.

From breaking the latest news to discovering the hottest startups, from spotting upcoming trends to simplifying complex concepts, we cover everything tech in India's internet economy.

Born in January 2015, Inc42 has become the leading source for news & analysis on India's rapidly growing tech, startup & internet economy. Inc42, with over 50,000 published stories, 100+ research reports, 125+ conferences & events & having featured 1000s of entrepreneurs, now reaches over 25 Mn+ tech leaders & professionals every month.

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