

Udgam

HPCL Startup Initiative

STARTUP INSIGHTS

HPCL Startup India Scheme- Udgam



Dear Colleagues,

We are pleased to be back with the new edition of Startup Insights. In this edition, we will cover some of the recent initiatives and developments of the startups and the Business Development Team.

HPCL & Magenta Launch the 'ChargeGrid Flare'



Magenta Launches ChargeGrid Flare at HPCL, BKC Mumbai

HPCL has launched a revolutionary, first of its kind, EV Charger, in collaboration with the supported startup, Magenta EV Solutions. The EV charger branded as "ChargeGrid Flare", is a charger incorporated within energy-efficient street lamp columns, that shall encourage EV adoption for flexible and low cost charging solutions. These chargers are state-of-the-art & can cater to all range of new Generation E-Vehicles of all reputed brands.

EV Charging facilities were virtually inaugurated at HPCL Auto Care Centre BKC, Mumbai & Niti Marg, Delhi on 3rd March. The events were attended by senior officials of HPCL and Magenta.

HPCL has already set up more than 50 EV Charging facilities across India and plans to install "ChargeGrid Flare" range of Chargers at its selected retail outlets Pan India.

Magenta also launched EV Charging Facility and Charge Management Solution at Auto Care Centre, Sajgaon on 4th March 2021.

TJ Tyres lays the foundation stone of a full-scale plant at Faridabad, Haryana

TJ Tyres, a startup supported by HPCL, manufactures puncture and burst proof tires for 2 wheelers. The startup has been doing research and assembly of the product at their workshop in Tirupati. Realizing the huge potential of Digital, the startup is doing a complete automation of the workshop which will double the production of this plant from 100 tires per month to 200 tires per month.

With the new factory in Faridabad, the startup shall be able to achieve a turnover of 100 tires per 12 hours shift capacity, that will make the production capacity of about 5000 tires per month.

This in-house “end to end” manufacturing of tires will be ready by June 2021 & operational by August 2021.

With the increased capacity the startup shall be able to reduce costs, ensure consistency in quality along with competitive pricing in the market.



TJ Tyres Founder Shri Sameer Panda

Sanfe (Redroom Technologies) launched new product line

**Fuzz-Free
Rash-Free**

with our **Privy Matter Range**

Sanfe launches new product line



Sanfe is ushering a new era of women intimate care and has become India's fastest-growing, dedicated feminine hygiene brand. Startup has posted 26x growth in post-COVID times.

The startup has launched an intimate care range, 'Privy Matters' that is co-developed with Indian mothers and takes care of the intimate health of pregnant and nursing mothers. It is the first time that such a product line has been created in collaboration with Indian mothers, right from ideation to the launch, under the supervision of renowned gynecologists. The newly launched

range includes all-natural products such as Intimate Spray, Intimate Lightening Serum, Intimate Rejuvenating Gel, Anti-Chafing & Rash Cream, Reusable Sanitary pads, etc.

Sanfe conducted a massive survey to shortlist 6 high-priority products with a clearly defined purpose. The range also includes Oxo-Biodegradable Disposal Bags for discreet disposal of pads, diapers and other intimate waste, Bikini Line Hair Removal Cream, and gentle Menstrual Cup Wash.

Sanfe is now the only company in India which is offering the full range of women personal hygiene products catering to women of every age group.

Startups Participation in DigiConn – HPCL’s Annual Digital Event



Digital Startups showcasing at DigiConn

Five startups which offer Digital Solutions and services, got an opportunity to showcase their solutions at the second edition of HPCL’s Annual Digital Event, DigiConn. The 2-day event, held on 16 - 17 March, was conducted completely online and witnessed huge participation from all across India, including active participation from top management and senior leaders of HPCL.

These startups which participated in the event are:

1.	Innoctive Technologies (CargoFL)	Smart Logistics’ Systems
2.	Aadyam Technologies	Uberization of LPG Delivery System

3.	Clairviz Technologies	Complete automation systems
4.	Simulanis Solutions	AR/VR technology bases systems
5.	Tranzemo IT Solutions	Pipelines Related Solutions

The startups witnessed a huge footfall during the event and received many queries and suggestions from the audience.

Connecting with leading Innovation Centers and Incubators



Business Development Team at IIMCIP

In an effort to connect with startups, the Business Development Team has been associating with leading incubators and innovation centers at IITs/IIMs and other institutions. The objective is to spread awareness about Udgam – HPCL's Startup Initiative in the startup ecosystem, connect to startups and invite them to be a part of the Udgam initiative.

Working in this line, the team connected with IIM Bangalore – NSRCEL and IIM-Calcutta Innovation Park (IIMCIP). The Business Development Team visited both the incubation centers, attended pitch presentations and presented information about the Udgam initiative. Through this exercise, connected to more than 20 startups. A good response has also been received from these institutions in terms of the applications for Udgam. Moreover, it emphasizes HPCL's strong presence in the startup ecosystem.

Regards,

Rajnish Mehta

ED – Corporate Strategy & Planning and Business Development

StartupCache



Startup India Five Year Journey – Booklet by Team StartupIndia

Covers all the initiatives and achievements of the program

https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/5_years_Achievement_report%20_%20PRINT.pdf



How Leaders Delude Themselves About Disruption

MIT Sloan Review Article – 10 minutes read

<https://sloanreview.mit.edu/article/how-leaders-delude-themselves-about-disruption/>



Learn About the Innovation Diffusion Cycle – 5 minutes read

<https://sphweb.bumc.bu.edu/otlt/mph-modules/sb/behavioralchangetheories/behavioralchangetheories4.html>