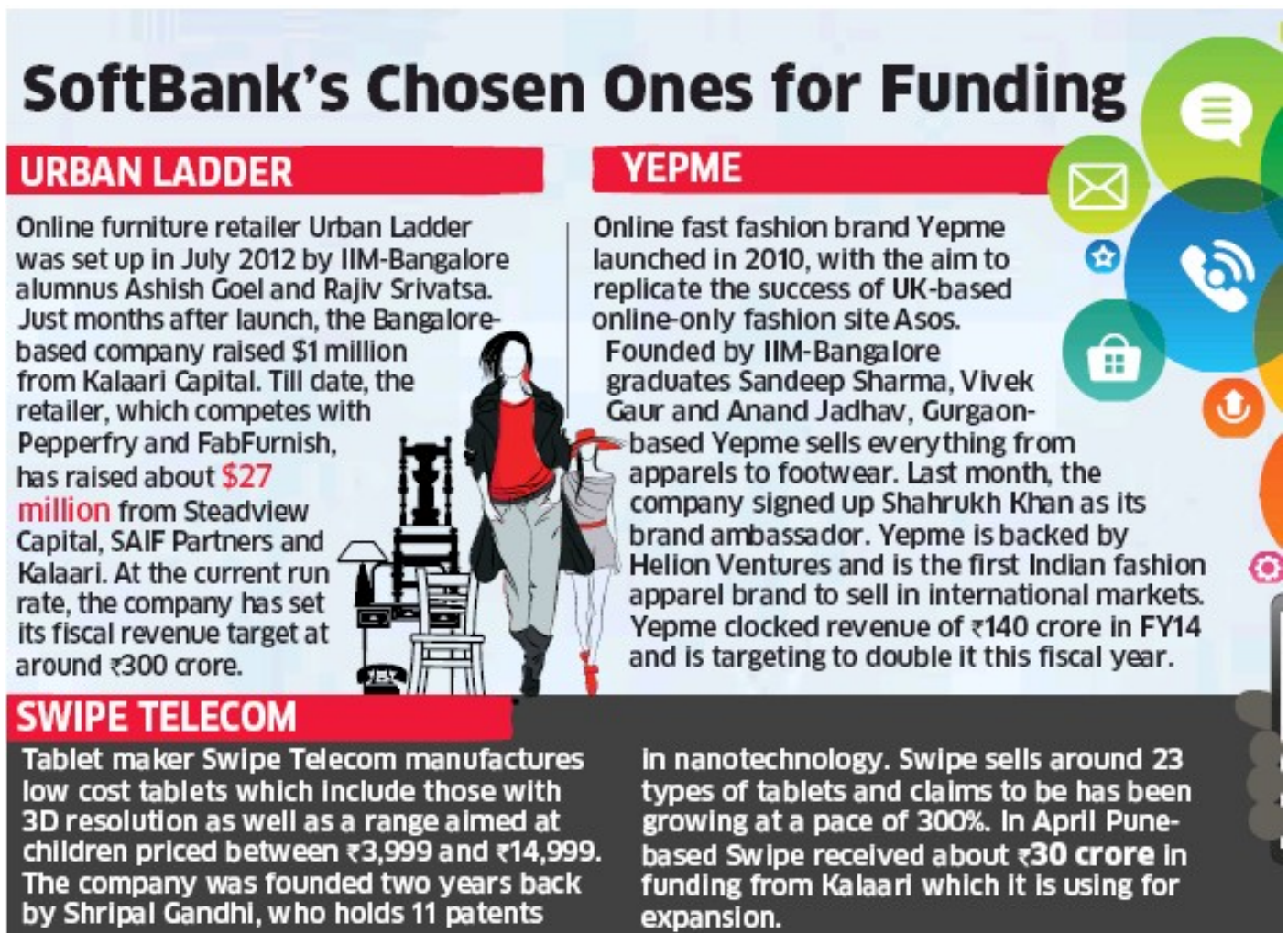


SoftBank Invites Three Indian Startups to Tokyo

Urban Ladder, Yepme and Swipe have been chosen for next round of negotiations after SoftBank chairman met 15 cos in India last month

Online fast fashion brand Yepme launched in 2010, with the aim to replicate the success of UK-based online-only fashion site Asos. Founded by **IIM-Bangalore** graduates Sandeep Sharma, Vivek Gaur and Anand Jadhav, Gurgaon-based Yepme sells everything from apparels to footwear. Last month, the company signed up Shahrukh Khan as its brand ambassador. Yepme is backed by Helion Ventures and is the first Indian fashion apparel brand to sell in international markets. Yepme clocked revenue of 140 crore in FY14 and is targeting to double it this fiscal year. in nanotechnology. Swipe sells around 23 types of tablets and claims to be has been growing at a pace of 300%. In April Pune-based Swipe received about 30 crore in funding from Kalaari which it is using for expansion. funding round of \$210 million in taxi services aggregator Ola.



SoftBank's Chosen Ones for Funding

URBAN LADDER

Online furniture retailer Urban Ladder was set up in July 2012 by IIM-Bangalore alumnus Ashish Goel and Rajiv Srivatsa. Just months after launch, the Bangalore-based company raised \$1 million from Kalaari Capital. Till date, the retailer, which competes with Pepperfry and FabFurnish, has raised about **\$27 million** from Steadview Capital, SAIF Partners and Kalaari. At the current run rate, the company has set its fiscal revenue target at around ₹300 crore.

YEPME

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SWIPE TELECOM

Tablet maker Swipe Telecom manufactures low cost tablets which include those with 3D resolution as well as a range aimed at children priced between ₹3,999 and ₹14,999. The company was founded two years back by Shripal Gandhi, who holds 11 patents

In nanotechnology. Swipe sells around 23 types of tablets and claims to be has been growing at a pace of 300%. In April Pune-based Swipe received about ₹30 crore in funding from Kalaari which it is using for expansion.

Aditi.Shrivastava1

“SoftBank has been focused on fast-growing sectors and has chosen to go global, which is smart and allows them to deploy lots of capital while not dramatically increasing risk,” said Kartik Hosanagar, professor of e-commerce at The Wharton School. “A calculated approach and sector experience helps a lot.”

Son and Arora met several entrepreneurs from a number of sectors including technology, e-commerce and telecom. "The difference between India and advanced countries won't be that much when it comes to technology platforms. It is a great opportunity here," Son told

an interview during his visit. The Japanese conglomerate, which is estimated to have booked a gain of \$5 billion from the listing of Chinese e-commerce giant Alibaba where it holds stake worth more than \$70 billion, is actively scouting for investments in Asian internet ventures.

Bangalore-based Urban Ladder, set up in 2012, has until now raised \$27 million from Hong Kong-based hedge fund Steadview Capital, SAIF Partners and Kalaari Capital, the last round coming as recently as in July. "We are not looking out for funding actively for the next one year, but the kind of value Masa and Nikesh bring to the table is a crazy influence for any entrepreneur," said Rajiv Srivatsa, cofounder of Urban Ladder. He declined to confirm that his company had been invited to Tokyo by SoftBank. Yepme which sells apparel, watches, spectacles, footwear and follows the fast-fashion model where the process from design to sale takes less than six weeks, has so far raised about \$20 million of venture funding. Apart from the two online retail companies, SoftBank has also chosen to invite a low-cost tablet maker Swipe that founded by nano-technologist Shripal Gandhi. In April, Pune-based Swipe received about .` 30 crore in funding from Kalaari. Swipe is growing at a pace of 300% and plans to raise its next round of investment in the next six to 12 months. This financial year, the company is eyeing revenue of .` 300 crore. Executives at both Swipe and Yepme declined to comment.

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