

COVER

34 Starting Up in a Downturn

Indian entrepreneurs have evolved over the past decade, and the recent economic slowdown has only made them nimbler, braver, more open-minded, more diverse—and more successful.

42 Profiles

The Hottest Start-ups.

- Ad Magnet
- Amagi
- Aplaya
- BankBazaar
- Canvera
- Elements Akademia
- Grassroutes Journeys
- Gridbots
- IdeaWicket
- Jade Magnet
- Micro Housing Finance Corporation
- Nova Medical Centers
- Nurture Talent Academy
- Village Laundry Service
- Vortex Engineering
- Waterlife India

64 Winning Hit Rate

Most of our past start-up listers thrive, except for a few that stumbled.

70 Private Equity's Power Leg-up

Private equity can be a game changer in a company's journey to scale and scope. Here are four examples of how to vault ahead with the growth advantage.



DIGITALLY MODIFIED IMAGE

(L-R) Amit Grover of Nurture Talent Academy, Amar Aujla of IdeaWicket and Ratish Nair of Ad Magnet

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