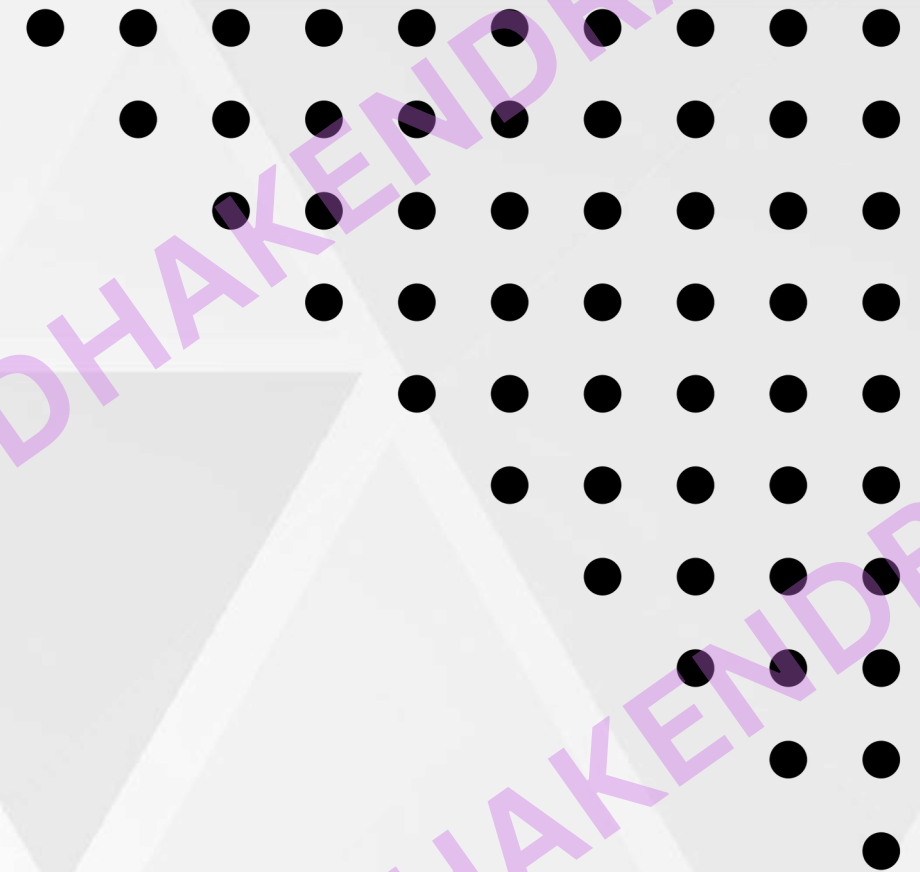# SIC

STARTUP INDIA CERTIFICATE

Under the Startup India initiative, eligible companies can get recognised as Startups by DPIIT, in order to access a host of tax benefits, easier compliance, IPR fast-tracking & more. Learn more about eligibility and benefits below.

WHAT IS STARTUP INDIA SCHEME?

Started by Ministry Of Commerce, government of India

- Under the Startup India initiative, eligible companies can get recognized as Startups by DPIIT to access a host of benefits.

- Many enterprising people who dream of starting their own business lack the resources to do so. As a result, their ideas, talent and capabilities remain untapped – and the country loses out on wealth creation, economic growth and employment.

- The Startup India programme allows the businessmen of India to grow their businesses and create wealth and employment.

- Started from 1st April 2016.

- **The campaign was first announced by Indian Prime Minister, Narendra Modi during his speech on 15 August 2015.**

SIC
DPIIT

Department for Promotion of Industry and Internal Trade

J667+H77, Rafi Ahmed Kidwai Marg Rajpath, Road Area, Central Secretariat, New Delhi, Delhi 110011
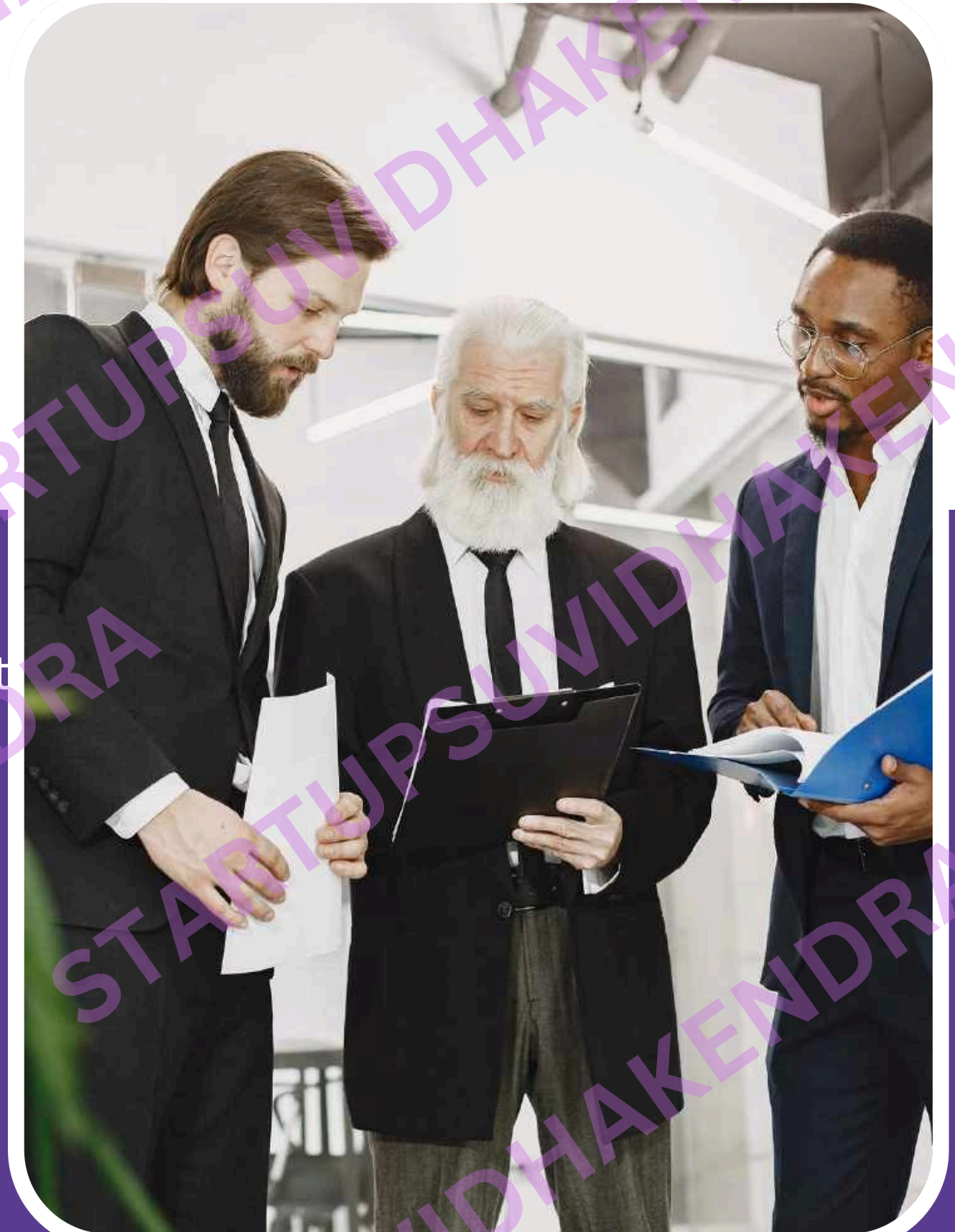
- DPIIT) is a central government department under the Ministry of Commerce and Industry in India. DPIIT is responsible for the overall industrial policy. The current Minister is Piyush Goyal while the top bureaucrat is Shri. Anurag Jain, IAS.
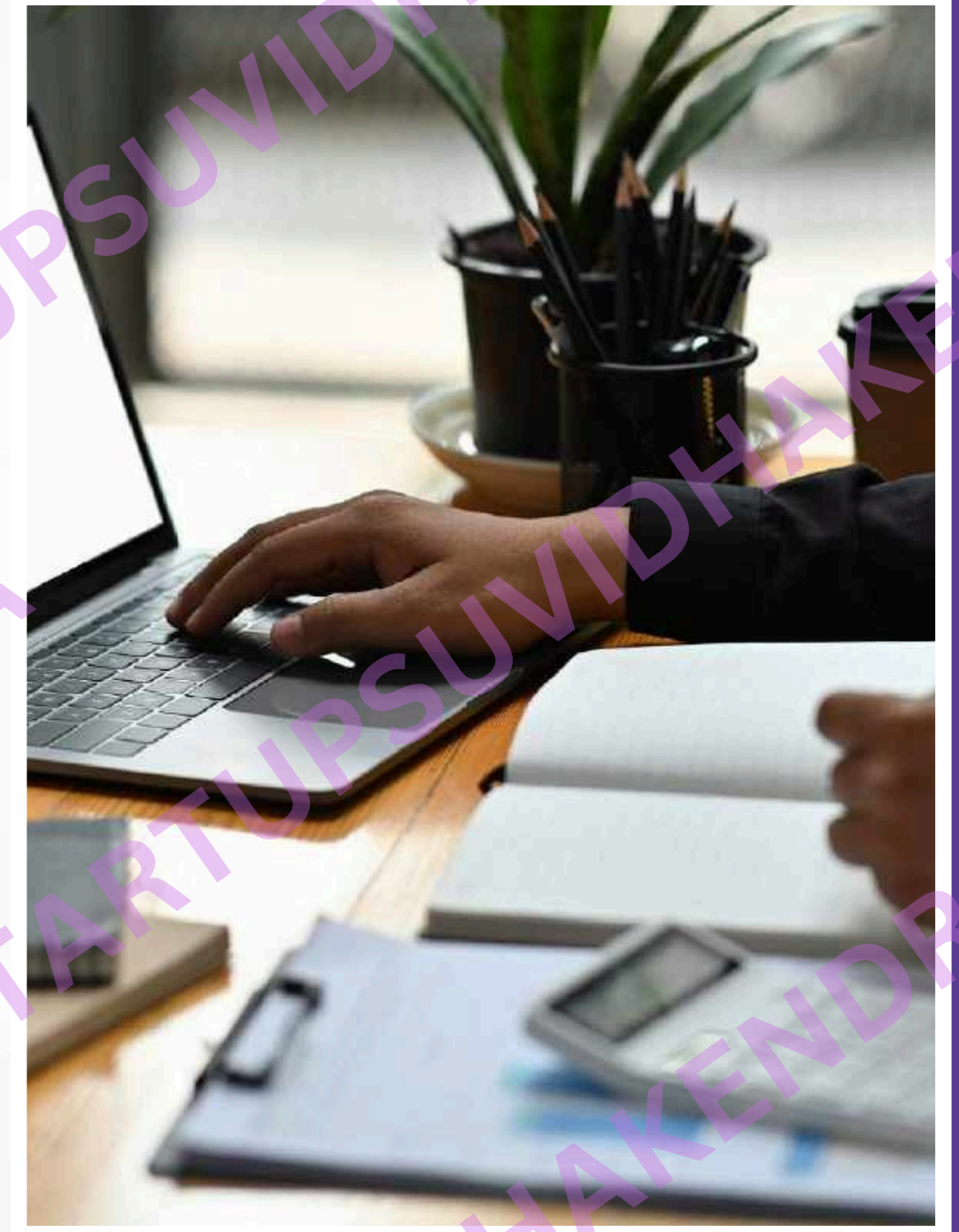
RESPONSIBILITIES

- **New Industrial Policy**
- **India Investment Grid**
- **Boosting Startup growth**
- **Framing E-Commerce Rules**
- **Intellectual Property Rights**

SIC

ELIGIBILITY CRITERIA

•Not more than 10 years of incorporation. Turnover not exceeding INR 100 crores.

•Incorporated as a Private Limited Company or LLP or Partnership Firm.

•Working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

•Companies like proprietorship, NGO's, Foundation, Social Work related companies are not eligible.

SIC
DOCUMENTS REQUIRED

- INCORPORATION OF COMPANY
- PAN CARD OF COMPANY
- AADHAR AND PAN OF ANYONE DIRECTOR
- GST (OPTIONAL)
- AUTHORIZATION LETTER

BENEFITS OF SIC

1.**Tax Exemption** on **Income Tax** for **3 years**.

2.**Tax Exemption** on **Capital Gains** and **Investments**. 3.**Funding**- Seed Fund **50 Lacs** (Debt Funding) and **20 Lacs** (Grant)

4.Trademark and Patent Filing- **Fast Track Process** and **Facilitator Fee** to be borne by the GOI.

5.**R&D cost** (60%) of a project to be borne by the GOI 6.Public Procurement- **Fast Track** under the criteria of 'prior experience/turnover.'

7.**Exemptions** from **EMD** in Government Tenders.

8.**Single Point Declaration** and **Compliance** under **9 environmental & labour laws**.

SIC
PARTENERD SERVICES

- DIGIOCEAN
- TRUECALLER
- ZOHO
- PAYU
- AWS
- INTUIT CIRCLES
- CALLER DESK
- HERE
- FRESHWORKS
- LAW WAGON
- RBL BANK
- INSTA CA
- CLEAR TAX
- EXOTEL
- LEX START
- MILLIENT
- MY OPERATOR
- LAWYERED

- VAKIL SEARCH
- GIMBOOKS
- PITCH DECK
- SYROW
- STACKBY
- BUSINESS SETUP

WHO ARE ELIGIBLE ?

Digital Ocean prioritizes streaming, gaming, fintech, devtools, B2B startups who enterprise customers. New member applicants are evaluated using the following criteria:

- No previous DigitalOcean promotional credits.
- Raised a Series A or less.
- Must have a company website and email address associated with the company website.
- Must be in an approved accelerator, incubator, or VC firm. List is available here. (Startups under Startup India may enter – 'Startup India Hub')
- Must have proof (verification email or partner letter) showing that the startup is part of a current or past cohort.
- Must have a registered DigitalOcean team account with a business/company email (not a personal email account).
- Must have not been an existing DO customer

DIGIOCEAN

DIGITAL OCEAN HOLDINGS, INC. IS AN AMERICAN MULTIN ATION AL TECHNOLOGY COMPANY AND CLOUD SERVICE PROVIDER.

$1000 WORTH OF DIGITAL OCEAN CLOUD CREDITS

SIC
TRUECALLER

People use Truecaller to stay ahead. It helps them know who's getting in touch, filter out unwanted calls & SMS, and focus on what really matters. The company provides a suite of unique services such as a dialer that offers caller ID, spam detection, messaging and more. Truecaller's mission is to build trust everywhere by making communication safe and efficient.

WHO ARE ELIGIBLE ?

With a large pool of 180+ million active users in India and being the 3rd most downloaded app in India, verification via Truecaller enables you to instantly verify/ signup/ login your users basis their mobile number, without any SMS OTP whatsoever, and along capture mapped username.

Startups can build for multiple use cases across their product stages and user funnel.

- Mobile number based login/ signup at onboarding
- User number verification at cart checkout
- Auto-fill verified user details during guest checkout
- Capture high-intent users/ leads on your campaign pages, and more
- Available on Android, React Native, Flutter, iOS & Mobile Web

SIC
ZOHO

Zoho, an organization that's been around for 25+ years, creating powerful, trustworthy, scalable, and affordable software to solve everyone's business problems. Trusted by over 60 million users from across the world, creating software has always been Zoho's craft and passion. More than 45 software applications, to manage, connect, and automate business processes across your organization. Visit www.zoho.com to know more about the organization, and why they do what they do.

FOR TIER 1 STARTUPS

- Startup India's tax-exempted startups can receive Zoho Wallet credits worth of up to 3L INR.
- Startups can get 2 L INR worth of credits, valid for 360 days.*

Further, eligible startups will be offered an additional 1L INR worth of Promotional credits in the second year, valid for 3 months. This offer is conditional and depends on the usage of apps and the credits offered in the first year.

Terms and Conditions: These credits can only be used to explore Zoho bundles like Zoho One, CRM Plus, Remotely, Workplace, etc.
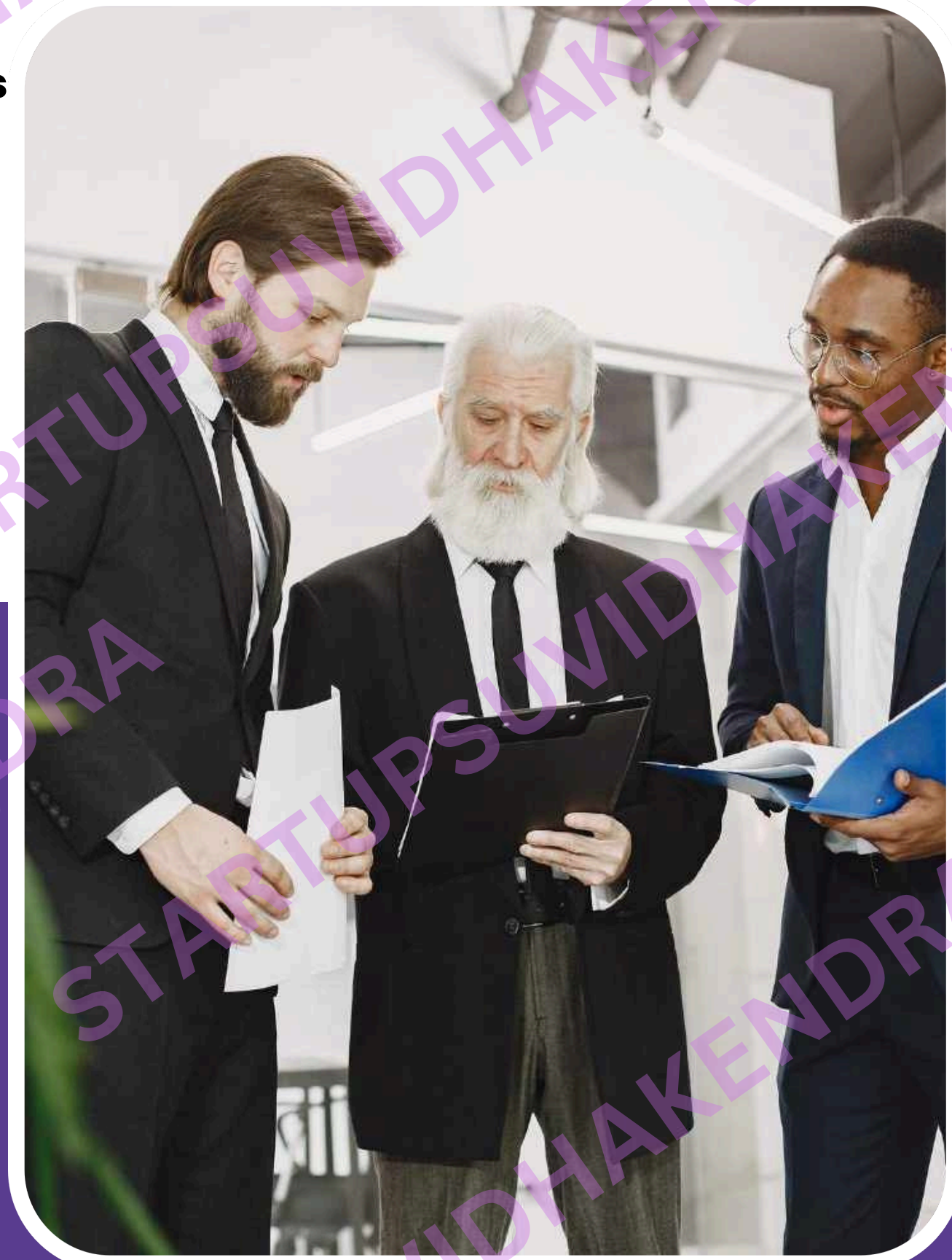
FOR TIER 2 STARTUPS

Startup India's DPIIT-recognized startups can receive credits worth of up to INR 1.86L, valid for 360 days.

- All eligible startups under this category can get 1L INR worth of credits post approval.
- And startups interested in hosting their email with Zoho Mail can get an additional 86K INR worth of credits in their wallet as a token of appreciation for exploring Zoho Mail.

Terms and Conditions:

- The additional 86K INR worth credits shares the same validity period as the 1lakh initially offered, as it is just an add-on.
- The Zoho Workplace bundle alone is subject to a credit limit of 1L INR during the offer period.
- Startups hosting their email in Zoho Mail will initially get only 1 lakh INR worth of credits deposited in their account. If the email hosting is completed within 15 days from the date of enabling the initial credits the additonal 86K INR worth credits will be added.
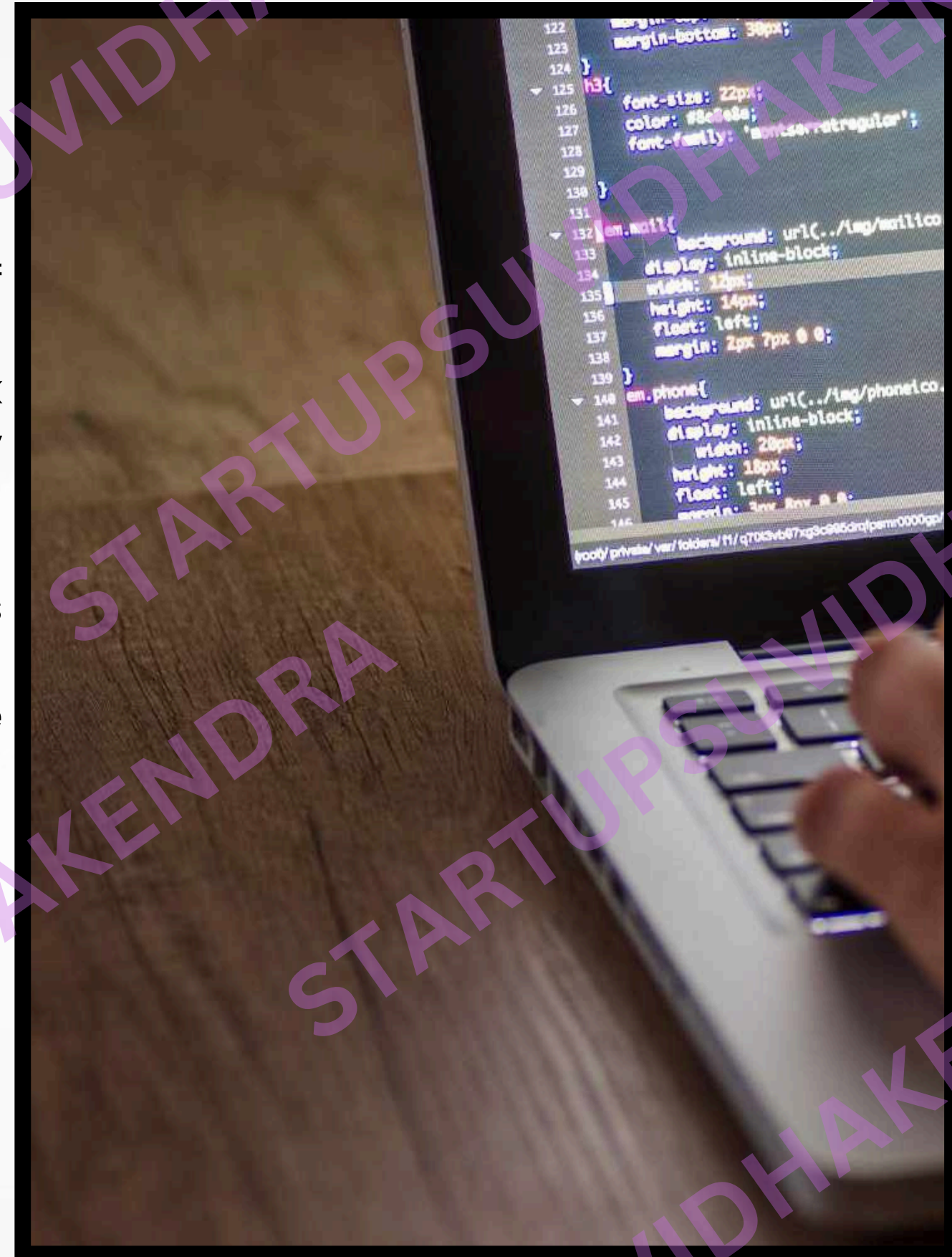
SIC

PAY U

PayU is India's leading payment gateway empowering 3,50,000+ businesses. PayU India is the flagship company of Naspers group which is a $25 Billion internet and media conglomerate listed on London and Johannesburg stock exchanges respectively. PayU provides payment gateway solutions to online businesses through its cutting-edge and award-winning technology. In India, PayU serves more than 3,50,000+ merchants with over 100+ payment methods and is the preferred payments partner for nearly 60% of the e-commerce merchants, including all leading e-commerce companies and a majority of airline businesses.

OUR OFFERINGS

- **Tier 1**: 5 lacs payments credits (TDR Waiver) upto 1 year
- **Tier 2**: 3 lacs payments credits (TDR Waiver) upto 1 year
- **Tier 3**: 1 lacs payments credits (TDR Waiver) upto 1 year

SIC
AWS

Amazon Web Services provides startups with low cost, easy to use infrastructure needed to scale and grow any size business. AWS Activate **is a program with resources designed to help startups get started on AWS. Join some of the fastest-growing startups in the world and build your business using AWS.**

ELIGIBILITY CRITERIA FOR AW ACTIVATE PROGRAM

- Startup must be unfunded or funded (up to and including Pre-Seed, Angel, Seed, Debt Financing and Series A)
- An active functioning company website
- LinkedIn profile (applicant)
- An active AWS account
- Must not have previously received AWS Activate credits at equal or greater value from the same or different Activate Provider
- Must not have exceeded $100,000 USD in awarded or redeemed AWS credits from AWS Activate
- Startup must be less than 10 years old

FEATURES

- INVOICING
- SALES RECEIPT
- BUDGETING
- ESTIMATES
- VENDOR BILLS
- BANK INTEGRATION
- GST REPORTS
- MOBILE APP
- PURCHASE ORDER
- CUSTOM REPORTS
- CASH FLOW
- EXCEL IMPORT
- P & L
- OPEN API'S
- QB ASSISTANT
- MORE

SIC
INTUIT CIRCLES

- QuickBooks is a cloud based financial management & accounting software designed for entrepreneurs, small business and startups It's a
- one stop-shop to track sales, expenses, create & send invoices and know how your business is doing anywhere, anytime

SIC
BUSINESS SETUP

Businesssetup provides Chartered Accountant, Company secretary and lawyer services to startups. It helps with all kind of registrations, tax filing and book keeping, payroll management, legal drafting and consultancy services to startups.

- **Consultancy services such as: Issuing shares i.e Private placement, Valuation reports, ESOP implementation, Project reports**
- **Secretarial and statutory audit: Secretarial compliances like annual filing, board meetings and maintaining statutory registers**
- **Legal Agreements Advisory such as Employee agreements, Founders Agreements, Shareholders Agreement, Vendor agreements**
- **Tax filing and book keeping services such as: GST Returns. Income tax returns, GST refund application, Handling Income tax scrutinies**
- **Payroll management and book keeping services such as online payroll management and book keeping in quick books or tally**

SERVICES

SIC
CALLER DESK

Callerdesk is a Cloud telephony company providing Ready-to-use Voice communication platform for businesses. It helps to track all incoming/outgoing calls of employees, let your team add notes, track follow-up actions & customer feedback. For More details, visit our website https://callerdesk.io.

FREE IVR SUBSCRIPTION FOR ALL STARTUPHUB USERS:

- 6,000 worth of credits (usages) valid for 6 months
- 6,000 total auto reply sms messages
- Unlimited Departments & Agent Addition
- 1 Deskphone (DID) Free with this plan
- Security enabled- OTP based, enabled IP Restrictions, panel activity History

FREE IVR SUBSCRIPTION FOR ALL STARTUPS GIVEN TAX EXEMPTIONS BY THE DEPARTMENT OF INDUSTRIAL POLICY & PROMOTION (DIPP):

- 10,000 worth of credits (usages) valid for 8 months
- 8,000 total auto reply sms messages
- Unlimited Departments & Agent Addition
- 1 Deskphone (DID) Free with this plan
- Security enabled- OTP based, enabled IP Restrictions, panel activity History

SERVICES

- Ready-Made Multiple IVR Journeys
- Promotional & Transactional SMS
- 4 Different language selecti
- Detailed Call Analytics & Reports
- IVR & Cloud Call Center Solution
- Multiple login access

HERE

HERE, the open location platform company, enables people, enterprises and cities to harness the power of location by making sense of the world through the lens of location we empower our customers to achieve better outcomes - from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely.

SERVICES

- Open Location Platform - A location centric big data platform enabling data enrichment and monetization
- MAPS - Highly accurate, professionally designed, enterprise grade maps available worldwide
- HERE XYZ - Create interactive web maps and manage your geo-spatial data
- Tracking & Positioning - Fast and accurate tracking and positioning of assets and IoT devices

SIC

SIC
FRESH WORKS

Freshworks provides organizations of all sizes with SaaS customer engagement solutions that make it easy for support, sales and marketing professionals to communicate effectively with customers for better service and collaborate with team members to resolve customer issues. The company's products include Freshdesk, Freshservice, Freshsales, Freshcaller, Freshteam, Freshchat, Freshmarketer and Freshrelease. Founded in October 2010, Freshworks Inc., is backed by Accel, Tiger Global Management, CapitalG and Sequoia Capital India.

SERVICES

- Startup India's tax-exempted startups get $10,000 in credits on Freshworks products! To know more:
- Startup India's DPIIT-recognized startups get $4000 in credits on Freshworks products! To know more:

SIC
CLEAR TAX

ClearTax offers taxation & financial solutions to individuals, businesses, organizations & chartered accountants in India.

SERVICES

- GST Registration
- Trademark
- Legal Drafting
- Book Keeping Service
- Private Limited Company Registration
- GST Filling
- LLP Registration

SIC
LAW WAGON

LawWagon is a digital marketplace of legal services founded by IIT Delhi Alumni and eminent lawyers with prime focus on helping SMEs and Startups through all their phases of growth.

SERVICES OFFERED

- Legal Consultation with a domain expert lawyer (2 slots of 30 mins each)
- Company incorporation – Free consultation on the company structure best suited for your needs: Limited Liability Partnership. Private Limited Company etc.
- Drafting of legal notice (2 notices per startup)
- Drafting of Legal Agreements: Non Disclosure, Service and Vendor Agreements (2 Agreements per startup)
- Drafting of Website policies: Privacy policy, T&C etc. (2 Website policies per startup)

SIC
RBL BANK

RBL Bank is one of India's fastest growing private sector banks, which offers specialized services under six business verticals namely: Corporate & Institutional Banking, Commercial Banking, Branch & Business Banking, Agribusiness Banking, Development Banking & Financial Inclusion, Treasury and Financial Markets Operations.

SERVICES OFFERED

- Banking and payment solutions along with value added services, Forex services with Non maintenance Charges (NMC) waiver for the first 12 months** from the date of account opening for the DPIIT Certified Startups only.
- Non maintenance Charges (NMC) waiver for first 6 month** from the date of account opening for rest of the category. Start-up Account with 20,000 Average Monthly Balance* after one year
- One dedicated Relationship Manager
- Unlimited cash Withdrawals from India Startup Club Debit Card from any ATM across India
- Free consultation* on setting up Digital Payment solutions

SIC
INSTA CA

Insta C.A. is a cloud tax and accounting platform for SMEs and startups. We offer the expertise of Chartered Accountants with the efficiency of modern technology

SERVICES OFFERED

- GST - Registration (1 time only) GST return filing for 1
- month Company
- Incorporation Consultation Getting GST Ready -
- Consultation Computation of TDS Liability and TDS
- Consultancy Consultancy regarding Trademark
- application

SIC
EXOTEL

Exotel is a cloud phone system that helps startups manage customer calls professionally, without the need for bulky & expensive telephony equipment. With Exotel, you can gain access to enterprise-grade features at a low cost and improve sales & support productivity.

SERVICES OFFERED

- Drag & Drop Builder
- IVR Call Routing
- Call Tracking
- Click-to-Call
- SMS & Call Campaigns
- CRM & Helpdesk Integration
- Bulk SMSes

SIC
MI CLIENT

Mi Client is Client Management software, which helps Small and Medium Businesses to manage their complete Client Interaction at one place.

- Bulk E-mails Nodal Client Portal
- Customisable Sales/Proposal templates
- Industry wise Multiple templates E-Signature
- Acceptance Payment Gateway
- Integration Document
- Management System
- Live Client Chat Real time
- Notification on Client Activities
- Business Insight Reports

SIC
MY OPERATOR

MyOperator is a cloud-based call management system that provides solutions such as IVR, virtual number, toll-free number, cloud EPABX, automatic call distribution, call tracking & recording, reports etc. for business'.
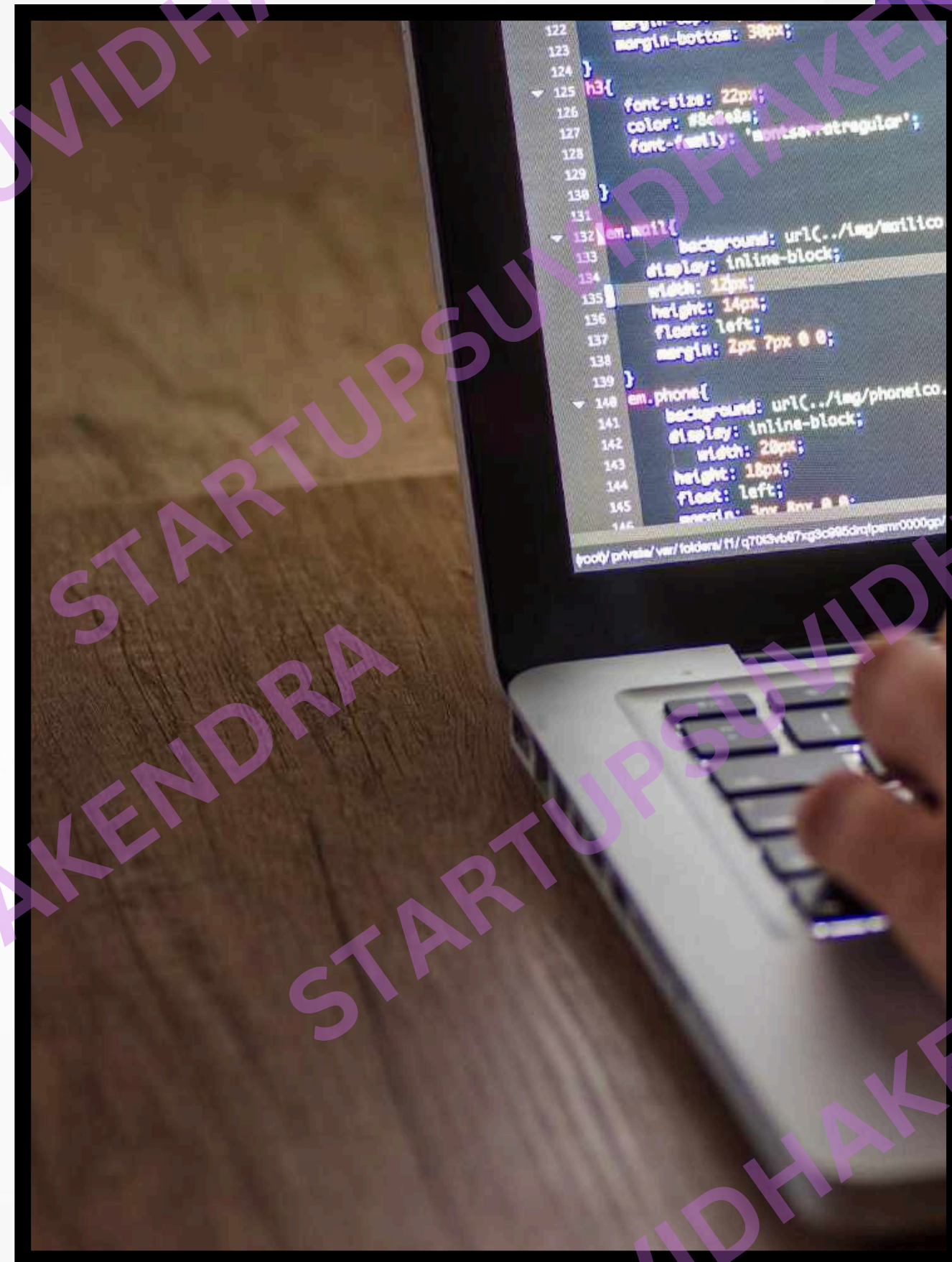
SERVICES OFFERED

FOR ALL STARTUP INDIA HUB USERS:

- 4800 minutes/month
- 6 users
- 6 Departments
- 1000 promotional & transaction SMS's each per month

FOR ALL STARTUP GIVEN TAX EXEMTION

- 7800 minutes/month
- 20 users
- 10 departments
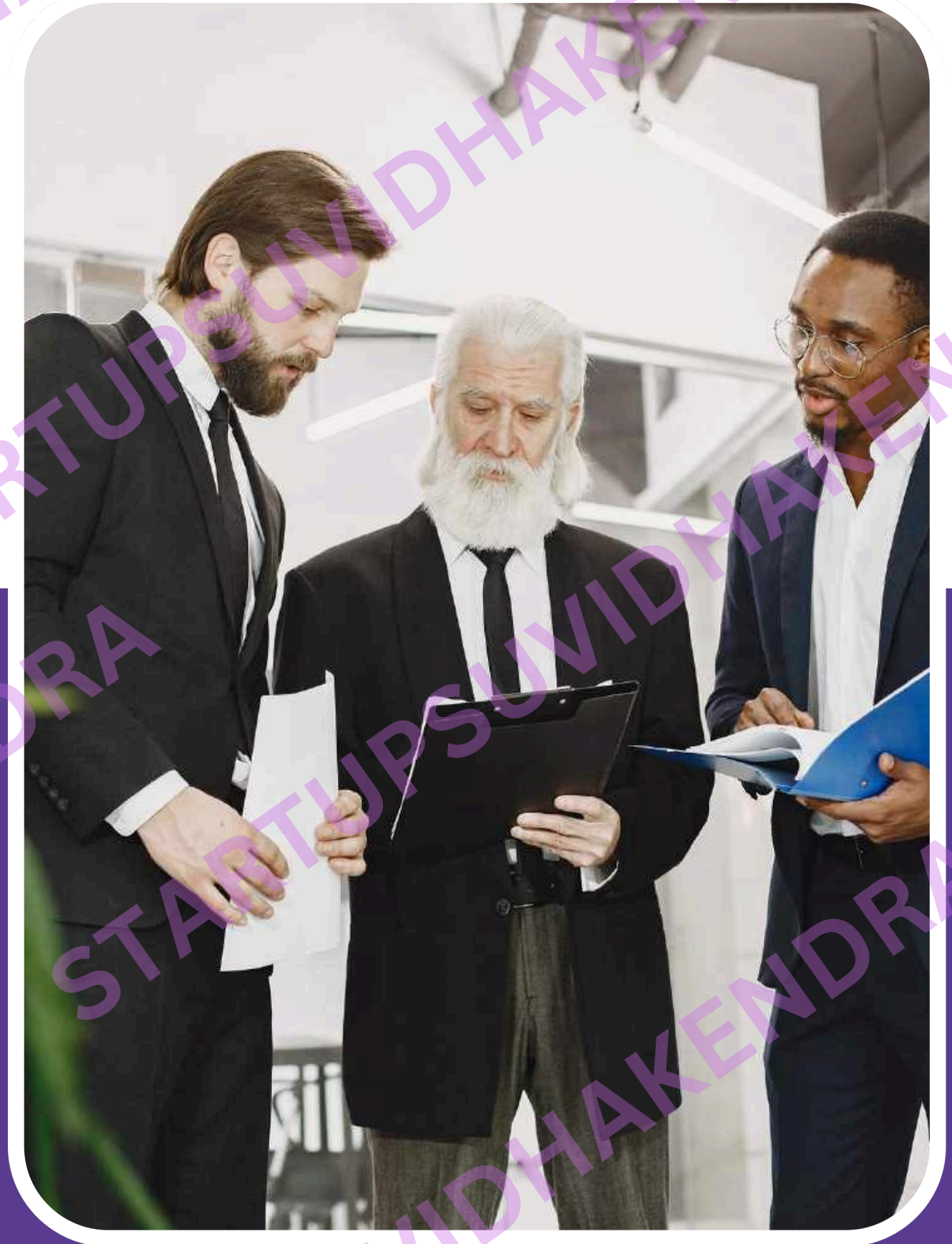- 3000 promotional & transaction SMS's each per month

SIC
VAKIL SEARCH

Vakilsearch.com is India's largest and most trusted legal solutions platform. We are proud to support businesses of all sizes to ensure they are legally compliant and protected - all legal, IP, accounting, tax and secretarial needs. Sign-up for exciting discounts and join Amazon, BigBasket and 150,000 businesses which rely on us!

SERVICES OFFERED

- Start a business - Consulting
- Mandatory Compliances - Company Secretary Consultation
- Raising Investment/Loan - Consultation
- Labour Compliance - Protect your business!
- 360 Degree Protection - RoC Compliance + Accounting + Legal Simple subscription Model [First Month Free]
- GST, Accounting and Taxation Chartered Accountant - Consultation
- Contracts and Legal Guidance - Consultation
- Trademark, Patent and Copyright - Consulting

SIC
GIM BOOKS

Gimbooks is a cloud based book keeping and accounting software package whose products are geared mainly towards SMEs and Start-ups. We offer online accounting applications and cloud-based versions that assist businesses in creating and managing Government complaint invoices, waybills, quotations, purchase order, etc. manages purchases, inventories, expenses, generate business reports and various other things required in day to day business.

SERVICES OFFERED

Create, Manage & Share invoices! Track customer payments & send payment reminders Manage, Purchase, Expenses & Inventory! Save & Reuse Line items! Domain based Invoices! Track business reports

SIC
PITCH DECK

PitchDeck is an intuitive, all-in-all presentation building platform exclusively for start-ups. The platform focusses primarily on helping users build their first pitch deck from scratch with next to zero design effort.

SERVICES OFFERED

- First deck for free – User can log in and create one pitch deck with all key functionalities unlocked

SIC
SYROW

Syrow is an AI + Human based Omnichannel Customer Experience Management company. Since 2016, Syrow been helping Startups and MSMEs across the globe on Customer Support as a Service [CSaaS] model. They help your Customers 24x7 via Phone, Email, Chat, Tickets, App and Web based Audio / Video Call with detailed analytics etc.

SERVICES OFFERED

- Syrow and StartupIndia Partnership Plan comes with all the features of Omnichannel Customer Service system worth of $10,000 USD

SIC
STACK BY

Stackby is an all-in-one cloud based work management platform. It is as simple to use as a spreadsheet, functions like a database, easily connects to over 2000+ apps and entirely customizable for your business. No training needed to get started.

Teams across functions like marketing, sales, HR, product management, project management, advertising & creatives etc. can use it to manage their processes, collaborate in real-time from wherever they are and keep track of their data and work in a single place.
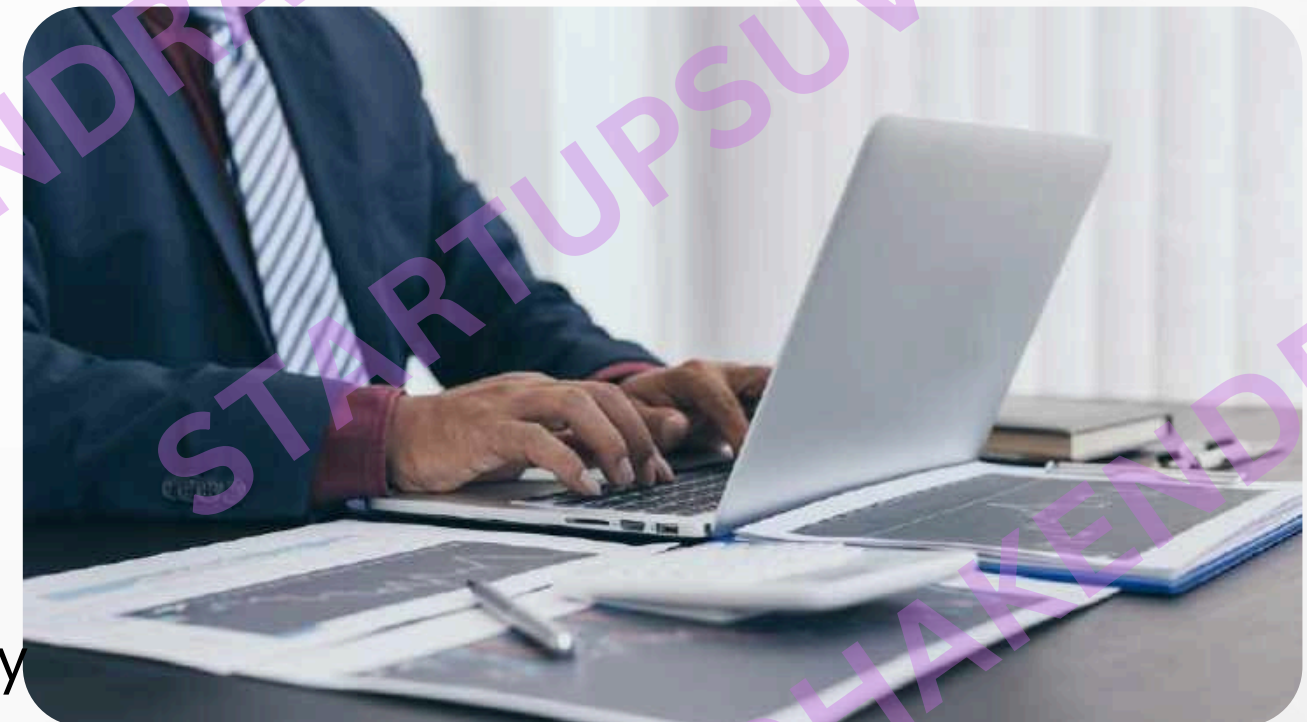
More than 2000 companies around the world use Stackby to plan, manage and automate their work, their way.

STACK BY
SERVICES OFFERED

Stackby is a single platform with multiple use cases. Some key features are –

- **One-click import** from spreadsheets or Google sheets
- **100+ pre-built templates** to choose from, across 25+ functions like Marketing, HR, Sales, Product, Project Management, Creatives, Events, Design and UX, Real-Estate, Venture Capital and more
- **Creating your own database with a spreadsheet style interface with 25+ unique column types** like dropdowns, attachments, collaborators, formulas, ratings, link between tables, lookup, aggregate, API and more
- **Complete customization of your workflows in 4 different layouts:** Table, Kanban, Calendar and Custom Forms
- **Connect columns to APIs:** to pull and analyze data automatically from various 3rd party services like YouTube, Facebook, Google Analytics, MailChimp, Ahrefs and configure a button to send messages (SMS, WhatsApp etc).
- **Collaborate with your team in real-time** with comments, checklists and reminders on individual rows and slack notifications. Work remotely from anywhere you are
- **Analyze your data** with advanced search, filters, summary and sort
- **Automate your work** by easily connecting to over 2000+ apps via Zapier and increase your work efficiency and productivity

CERTIFICATE NO:

DIPP153445

Government of India
Ministry of Commerce & Industry
Department for Promotion of Industry and Internal Trade

#startupindia

CERTIFICATE OF RECOGNITION

This is to certify that **STARTUPSUVIDHAKENDRA TECHNOLOGY PRIVATE LIMITED** *incorporated as a* **Private Limited Company** *on* **23-11-2023**, *is recognized as a startup by the Department for Promotion of Industry and Internal Trade. The startup is working in 'IT Services' Industry and 'IT Consulting' sector as self-certified by them.*

This certificate shall only be valid for the Entity up to **Ten** years from the date of its incorporation only if its turnover for any of the financial years has not extended ₹100 Cr.
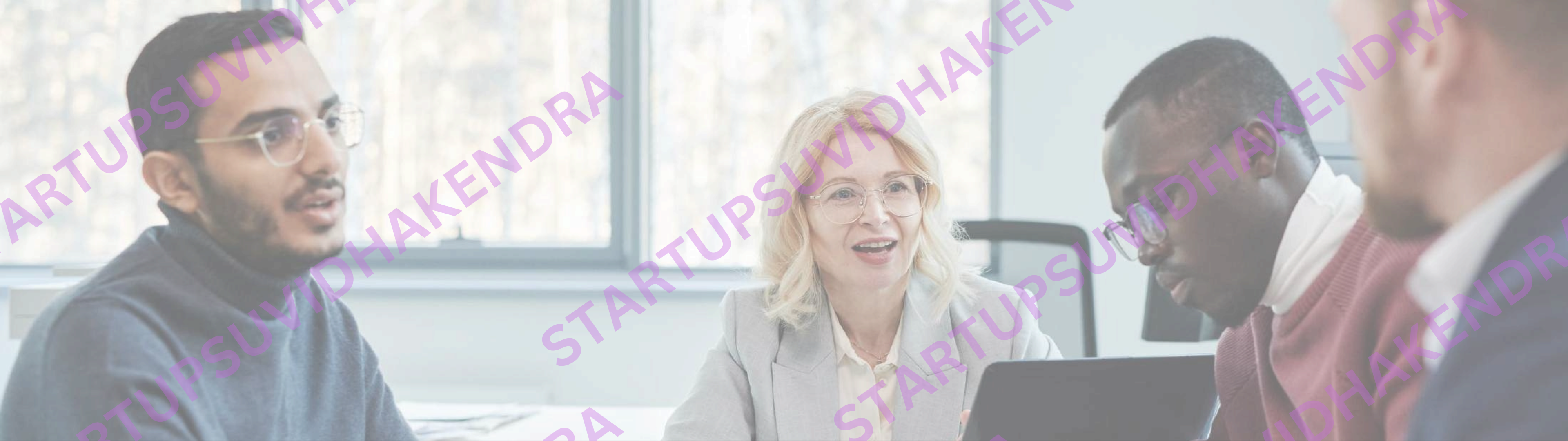
08-01-2024
DATE OF ISSUE

22-11-2033
VALID UPTO

SIC
OBJECTION HANDLING

- Not required right now we will do it later.
- My CA will do that.
- High price.
- We are going with any other company.

THANK YOU

✉ https://www.startupindia.gov.in/content/sih/en/reources/resource-partners.html