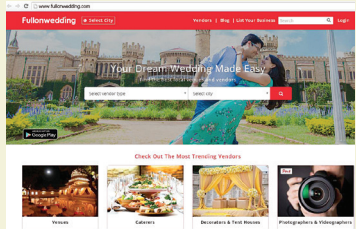


## STARTUP OF THE WEEK

## An online destination for all knotty affairs



Vineet Unni

Close to \$200 billion is the total budget of weddings across the globe every year, of which about \$38 billion is spent by Indians. In addition, there are 10 million marriages that happen every year and the average cost of each Indian wedding is \$20,000. The Indian wedding industry grows annually at 25% and India boasts of having 425 million internet users off its 1-point-something billion population. From all of this emerges a unique opportunity. A solution that streamlines the way big fat Indian weddings are conducted.

A brain child of three Indore-based professionals-Himanshu, Khushbu, and Shalabh- FullOnWedding is a startup whose primary objective is to function as a 360-degree wedding services provider.

FullOnWedding integrates wedding service providers across 18 main categories such as venues, photographers, choreographers, Mehendi artists, honeymoon travels, astrologers, and many more.

Starting their journey in August 2015 in Indore with 1,300 vendors on board, they now have launched the service in Bangalore with 850 members, and plan to extend their service to Mumbai with around 1,200 vendors.

According to one of the co-founders, Shalabh, "When a couple wants to get married, they look for 3 things- wedding vendors, inspiration of course, and wedding planners to take care of everything during a wedding. FullOnWedding caters precisely to these needs."

Supported by Bangalore-based Numa, who provided advisors and infrastructure support, FullOnWedding currently operates from Church Street. With special reference to Namma ooru, the reason they planned to extend their territory here is because of the excellent scope a Tier-1 city offers, and the tech savvy crowd. "Inspiration for the creation of this concept was a personal bad experience, like hardships and strain whilst planning a cousin's wedding," says Shalabh. Their aim is to organize the wedding industry, make wedding planning a much happier and fun-filled experience.

Being a technologically well-informed and startup-friendly city, they are confident of realizing their dream through Bangalore.

So, all the engaged couples out there, do not worry, for FullOnWedding is here. Get all your requirements provided to you at your doorstep at the click of a button. Keep your most special day hassle-free. Visit [www.fullonwedding.com](http://www.fullonwedding.com) for more details.

In the past 6 months, I noticed a specific behavior change in me and my family.

I booked my bus tickets on Paytm, I am paying some of the utility bills on Paytm, I bought a movie ticket on Paytm, my friends around me are shopping on Paytm. Paytm is now like a defacto place for me to shop for all non-physical items.

On the other hand, at the home front, our hair oil is replaced with Patanjali, Kids are preferring Patanjali biscuits, Jam, Honey, and even toothpaste. Cosmetics and even some of the medicines also are of Patanjali brand.

PayTm and Patanjali are two brands taking the Indian consumer world by the storm. Paytm is moving fast in enabling online/mobile payment for every sector keeping itself away from logistics or asset intensive model. Paytm is the new octopus of digital payments Duniya enabling (or shall I say gobbling!) every digital payment area. Patanjali, on the other hand, is the fastest emerging FMCG brand in India giving tough time to traditional leaders like P&G, HUL, Dabur, Nestle, and others.

As dictionary meaning says, "Pirates are those who sail in a ship and attack other ships in order to steal from them." Looking at the rapid success story of both the brands, it feels like they are the pirates of the consumer world trying to "dominate and rob" every sector they can. It raises a question, how are they even able to reach to this scale in such a short time. Is there something fishy that we are unaware of? Is it even going to sustain long enough or will they close the shop and go away?

Paytm Partnership Model: If you take a deep dive into the strategy of these brands, you would understand that what may look like an overnight (rapid) success is a story built over a period of time with a solid foundation of unbeatable strategy. When eCommerce started picking up in India,

# Pirates of the Indian bay



Paytm, a "Pay Through Mobile" system, was mere a prepaid mobile recharge mobile wallet when launched in 2010. But they had the vision to enable all Payments Through Mobile. Very strategically, it launched its mobile wallet in 2014 and applied for a Bank license. PayTm is India's first RBI approved payments bank giving it a defensible position against competition. Today, Paytm is partnering with most high volume transaction businesses like Railways, Movies, Travel tickets, Utility bills, IndianOil, etc to enable digital payment system. Its absolutely taking away customers from established players of different industry. importantly, Paytm is using its strategic strength to grow its business and staying away from operations in-

tensive physical delivery model.

Patanjali Penetration Model: Now take a look at Patanjali today, highly admired, loved, and trusted brand in household consumer products. But this brand is built on the solid foundation of grass root level work Baba Ramdev put in over the years. He established himself as a Yoga practitioner and one who is passionate about helping people live a healthy lifestyle. He built a huge fan-followers for his healthy mantra. He plays as Patanjali's brand ambassador. Patanjali also brought quality product range with a strategic affordable pricing to masses. It established great franchise network and logistic operations to reach to masses.

Both PayTm and Patanjali show us

how a strategic positioning can give your company a huge advantage over a competition. Both brands established solid foundation and are taking bold and aggressive steps to dominate the consumer market of India. They are no less than the pirates (in a positive sense) of the Indian bay.

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## App helps people to speak again

There are only 15,000 speech and language therapists in India. This is a very low number compared to 180,000 in USA

Radha-R

Over a million plus people in India suffer from speech problems and this is only the recorded data of those who seek professional medical help. There is a chronic shortage of speech and language therapists in India.

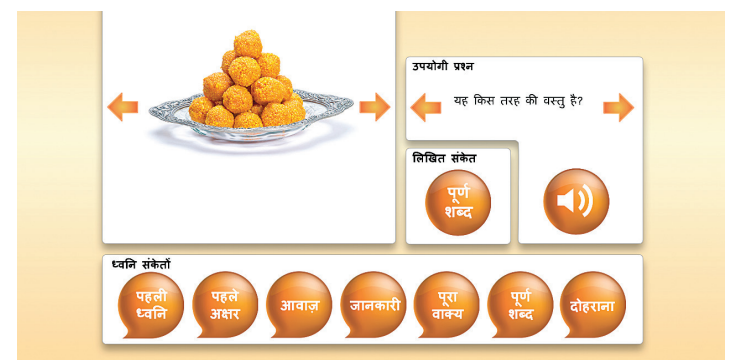
There are only 15,000 speech and language therapists in India. This is a very low number compared to 180,000 in USA. Those living with brain injury, intellectual disability or dementia may need five hours of therapy a week at a cost of Rs600-Rs1,000 per hour; this is not affordable for most families.

As a speech and language thera-

pist, I searched for something that would help to address this problem. I came across a multi-award winning app called Talk Around. which helps people to speak after illness or injury. The app is developed by a small Irish company called Neuro Hero, founded by Dr Aviva Cohen, who was motivated to find affordable home-based therapy after her husband had a stroke.

The app was designed by speech and language therapists to help people with 'word finding difficulties'. This is the feeling that a word is 'on the tip of their tongue' but you cannot say it out loud. A small group of experts spent two years identifying key evidence-based exercises and working with designers. The result is an effective, low cost rehabilitation tool that provides effective speech and language therapy in your own home.

Many therapists are also using the app with their patients. My first task was to test the effectiveness of Talk Around It, then I helped to develop new features. After working as a consultant with Neuro Hero for several months we began to create the Hindi



Language version called Meri Vaani.

I launched Meri Vaani during my presentation at the International conference on Autism and Neurodevelopmental disorders in Mumbai, India in May 2015. I tested the app in a nursing home with patients who had lost their ability to speak due to dementia. A carer used the app with each person for 30 minutes every day. The exercises are based on naming images with the help of clues and cues.

I monitored the progress closely over three months. The results were even better than I expected: the

participants increased their ability to find the correct word by between 30% and 50%. In addition, staff and family members reported a significant improvement in the general mood of participants, they also showed an increased desire to socialize and to engage in other therapies.

The app is being tested for people with autism and intellectual disability. It is available in four languages with more on the way. To find out more go to [www.neurohero.com](http://www.neurohero.com)

—Milind Sonawane,  
Sr.SLT, Ireland