



VENTURE CAPITAL

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BonV Aero Named GENIUS NY Finalist, Taking Indian Heavy-Lift Drone Technology Global

Odisha-based BonV Aero has been selected as a GENIUS NY finalist, securing international exposure and funding opportunities to scale its autonomous heavy-lift UAV technology.



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Google DeepMind Selects Four Indian Climate-Tech Startups for AI for the Planet Accelerator

Google DeepMind selects four Indian climate-tech startups for its inaugural Asia-Pacific AI for Planet accelerator.



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Bounce and ONDC Partner to Expand Electric Last-Mile Delivery Network

Bounce partners with ONDC to expand electric two-wheeler deliveries, supporting cleaner last-mile logistics, lower emissions and sustainable urban mo

Startup Times



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RDI SCHEME

First fund release for deep-tech enterprises

India's ₹1 Lakh Crore RDI Scheme Accelerates DeepTech Investment and Innovation

India's ambitious ₹1 lakh crore Research, Development, and Innovation (RDI) financing scheme is emerging as a major catalyst for deeptech growth, unlocking long-term capital for innovation-driven sectors across the country. The government-backed initiative offers low-interest financing ranging between 2% and 4%, with repayment tenures extending up to 15 years, making it easier for companies to undertake large-scale research and technology development projects.

The scheme is attracting significant interest from venture capital firms and institutional investors looking to participate in India's rapidly expanding deeptech ecosystem. Sectors such as semiconductors, advanced manufacturing, clean energy, climate technology, and next-generation industrial solutions are expected to be among the biggest beneficiaries.

Industry experts believe the availability of patient capital can help startups and technology-focused enterprises bridge funding gaps that often arise during the research and commercialization stages. By reducing financing costs and extending repayment timelines, the RDI mechanism aims to encourage innovation while supporting the development of globally competitive technologies.

The initiative also aligns with India's broader goal of strengthening domestic technological capabilities and reducing dependence on imported critical technologies.

Fed Easing Signals Boost Global Tech Investment Sentiment

Global markets gained momentum after the U.S. Federal Reserve signaled the continuation of its monetary easing cycle, reinforcing expectations of improved liquidity conditions worldwide. As major central banks increasingly align toward lower interest rates, foreign cost-of-capital expectations have eased for businesses and investors. The development is particularly positive for cross-border SaaS companies and technology exporters, which could benefit from improved access to funding, stronger investment flows, and a more favorable environment for international expansion and growth.



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Sports-Tech Adoption Accelerates as Wearable Analytics Gain Ground in Indian Franchise Leagues



India's Startup Ecosystem Hits New High as DPIIT-Recognized Ventures Cross 2.23 Lakh Mark

India's startup ecosystem has crossed 2.23 lakh DPIIT-recognized startups, highlighting rapid entrepreneurial growth and job creation. Government initiatives, digital infrastructure, and rising investor participation continue to support innovation across sectors including AI, fintech, deeptech, healthtech, and clean energy. Increased support through Fund of Funds 2.0 is expected to strengthen early-stage financing and accelerate technology-driven businesses.

India's startup ecosystem has translated into substantial employment creation. Achieved another significant milestone, with the number of startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) surpassing 2.23 lakh entities. The achievement highlights the continued expansion of entrepreneurial activity across the country and reflects the growing role of startups in driving innovation, employment generation, and economic development.

The rapid increase in recognized startups demonstrates how India has evolved into one of the world's leading startup hubs. Over the past decade, supportive government policies, expanding digital infrastructure, increased investor participation, and rising consumer adoption of technology have created a favorable environment for new businesses. Today, startups are operating across diverse sectors including fintech, healthtech, agritech, edtech, artificial intelligence, deeptech, logistics, climate technology, manufacturing, and software-as-a-service (SaaS). The growing startup base has also

Industry observers note that the rise in startup registrations reflects increasing confidence among founders, investors, and ecosystem stakeholders. Access to digital tools, cloud infrastructure, online marketplaces, and innovation-focused government programs has lowered barriers to entry for entrepreneurs. At the same time, educational institutions, incubators, accelerators, and industry partnerships are helping founders transform ideas into scalable businesses.

A key factor supporting the next phase of growth is the continued

strengthening of startup financing mechanisms. The government's Fund of Funds for Startups (FFS) initiative has played an important role in channeling capital into emerging ventures through alternative investment funds.

With increased allocations under the Fund of Funds 2.0 window, early-stage technology companies are expected to receive greater access to growth capital during critical stages of product development and market expansion. The additional funding support is particularly important for innovation-led startups operating in sectors that require longer development cycles and higher upfront investment. Areas such as artificial intelligence, semiconductors, advanced manufacturing, biotechnology, clean energy, and climate technology often face challenges in securing patient capital. Enhanced support through government-backed funding programs can

help bridge financing gaps and encourage greater private-sector participation. The milestone also reflects the increasing maturity of India's startup ecosystem. Investors are now placing greater emphasis on sustainable growth, profitability, operational efficiency, and long-term value creation. This shift is encouraging startups to build resilient business models while continuing to innovate and scale. Looking ahead, experts believe India's startup landscape is well-positioned for further expansion. The combination of a large domestic market, a strong technology talent pool, growing digital adoption, and supportive policy initiatives continues to attract entrepreneurs and investors alike. As the number of DPIIT-recognized startups continues to rise, the sector is expected to play an even larger role in job creation, technological advancement, and economic transformation.

Indian Startup Funding Doubles to \$392 Million as Spacotech and Consumer Tech Lead Deals

Indian startups recorded a sharp increase in venture capital activity during the second week of September 2026, raising around \$392 million across 27 deals, compared with approximately \$196 million in the previous week. The jump was driven largely by a handful of sizeable funding rounds, highlighting renewed investor activity across technology, consumer, food-service and healthcare businesses. One of the biggest transactions came from Bengaluru-based Pixxel, which raised \$100 million in a Series C funding round. The company's latest raise has further increased attention on India's growing spacotech sector. According to Tracxn data reported by Mint, Indian spacotech startups have raised \$331 million so far in 2026, compared with \$210 million during the whole of 2025.

The Pixxel round was followed by significant investments in consumer and food-service businesses. Restaurant company Popo Global secured about \$56 million, while women's wellness brand Nua raised \$50 million. Together with other transactions, these large rounds accounted for a substantial share of the week's total funding, showing that the headline increase was concentrated among several larger deals.

The funding activity was spread across multiple sectors, including spacotech, restaurants, women's wellness, foodtech, cybersecurity, fintech, fashion, artificial intelligence and mobility. This diversity indicates that investors continue to explore opportunities across both technology-led businesses and consumer-focused companies.

The distribution of capital also showed continued interest in growth-stage businesses. Series A startups accounted for about \$104 million during the week, while private equity firms and development finance institutions joined traditional venture capital investors in several transactions. This broader investor participation provides startups with additional sources of capital as they move through different stages of development.

Spacotech has emerged as a particularly active segment in India's startup ecosystem. The sector is attracting larger institutional rounds as companies work on satellite systems, Earth-observation technologies and other commercial space applications. Recent activity has also encouraged other spacotech startups, including Sisir Radar, Sanyark Space and PierSight, to explore fresh fundraising opportunities. However, the weekly funding increase should be viewed in context. A large



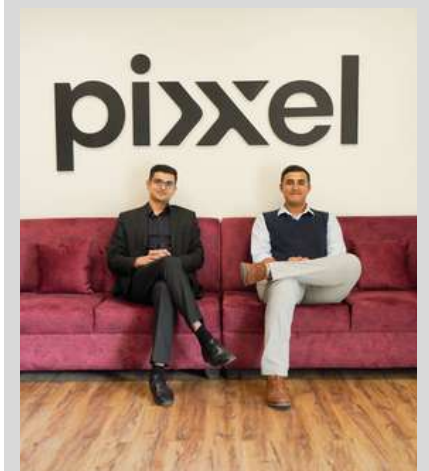
portion of the \$392 million total came from a small number of sizeable transactions rather than a broad increase across every stage of the startup ecosystem. This means the funding jump does not necessarily represent uniform growth for all startups, particularly early-stage companies seeking smaller rounds.

Nevertheless, the latest figures demonstrate that substantial capital continues to be available for businesses with strong growth opportunities, differentiated technology and established market potential. For sectors such as spacotech, healthcare, food-service technology and consumer wellness, larger funding rounds can provide resources for product development, infrastructure expansion, hiring and geographic growth.

The September funding activity therefore adds another important data point to India's evolving venture capital landscape. While overall investment remains sensitive to global economic conditions and investor risk appetite, the latest deals show continued interest in Indian companies across emerging technologies and consumer markets. With large rounds continuing to emerge alongside early-stage transactions, the ecosystem remains active across multiple sectors and funding stages.



Pixxel Raises \$100 Million to Expand Earth Observation and Satellite Infrastructure



Bengaluru-based spacotech company Pixxel has raised \$100 million in Series C funding, marking the largest funding round by an Indian space technology company. The round was co-led by Temasek and Seraphim, with participation from new investors 360 ONE Asset and IMM Investment, alongside existing backers. The latest investment takes Pixxel's total funding to \$195 million.

The fresh capital will support Pixxel's expansion beyond hyperspectral imaging into a broader Earth-observation and planetary infrastructure business. The company plans to develop its next-generation Honeybee satellite constellation, add new sensing technologies including synthetic aperture radar and high-resolution optical imaging, and expand its Aurora Earth-intelligence software.

Pixxel also plans to increase satellite manufacturing capacity in India and the US, supporting higher-volume production. The company currently operates six Firefly hyperspectral satellites and aims to launch its first Honeybee satellite in 2027. The funding highlights growing investor interest in India's commercial spacotech sector and the potential of satellite data, analytics, and advanced sensing technologies across industries and government applications.



BonV Aero Named GENIUS NY Finalist, Taking Indian Heavy-Lift Drone Technology Global

India continues to support low-cost digital payments by maintaining zero MDR on eligible UPI merchant transactions up to ₹2,000. The framework benefits micro-merchants and small businesses while keeping P2P payments free. New provisions establish charges for selected higher-value transactions, creating a structured payment framework for banks, fintechs, and merchants.

Odisha-based deeptech startup BonV Aero has been selected as one of five finalists for Round 10 of GENIUS NY, a major accelerator focused on uncrewed systems and robotics. The selection places the Indian startup alongside international companies developing technologies for drones, autonomous machines, sensing and robotics. BonV Aero is based in Bhubaneswar and develops autonomous heavy-lift aerial platforms designed to transport critical supplies in challenging environments.

The company's technology was initially developed with demanding military and remote mountainous environments in mind, where conventional transportation can be difficult or slow. Its heavy-lift aerial systems are also being positioned for emergency response and commercial logistics, including situations where road-based transportation is limited. This combination of autonomous flight and high payload capacity gives BonV Aero applications beyond conventional drone operations.

The GENIUS NY selection marks an important step in BonV Aero's international expansion strategy. The five selected companies will establish operations in Central New York and participate in a yearlong, in-residence accelerator based primarily at CenterState's INSPYRE Innovation Hub in Syracuse. The program provides support in areas such as product development, business development, fundraising, networking and market expansion.

For its 10th round, GENIUS NY is providing a total of \$3 million in direct investment to the participating companies. One finalist will receive a \$1 million grand prize, while the other four teams will receive \$500,000 each. The investments are designed to help participating startups strengthen their technologies, expand operations and prepare for commercialization.

BonV Aero's selection also follows several recent milestones for the company. According to its investor-relations information, the startup has begun work on a ₹300 crore UAV manufacturing facility in Khordha, Odisha, and has launched Air Hans, a multi-modular commercial logistics drone. The company was also named a NASSCOM Emerge 50 Award 2026 winner and previously advanced to the semifinalist stage of GENIUS NY before being selected as a finalist.

The company's progression reflects the growing international interest in autonomous aerial logistics and heavy-lift UAV technologies. While smaller drones are already being used for inspection, mapping, surveillance and delivery, heavy-lift platforms are being developed for applications requiring larger payloads and operations in locations where conventional infrastructure is difficult to use.

The broader GENIUS NY ecosystem provides another opportunity for BonV Aero to connect with investors, industry experts, technology partners and potential customers in the United States. The program has supported more than 45 uncrewed-systems and robotics startups since its launch in 2017. Participating companies have collectively attracted more than \$500 million in follow-on funding and created hundreds of jobs, according to GENIUS NY. BonV Aero's journey from Bhubaneswar to Central New York also highlights the increasing international reach of India's deeptech ecosystem. The company will now work on scaling its technology, strengthening its commercial strategy and developing relationships within the US uncrewed-systems industry.

The GENIUS NY accelerator is scheduled to culminate in a pitch competition in May 2027, where the five participating companies will compete for the \$1 million grand prize. For BonV Aero, the programme offers a platform to further develop its heavy-lift autonomous technology while building a presence in one of the United States' growing hubs for drones and robotics.



Popo Global Raises \$56 Million to Accelerate Restaurant Expansion Across India



Bengaluru-based Popo Global has raised \$56 million from Artal Asia to expand its restaurant business beyond Bengaluru. The company operates The Pizza Bakery, Paris Panini and Smash Guys. The funding will support new outlets, supply-chain capabilities, technology and brand development as Popo Global builds a larger national food-service platform.

Popo Global raises \$56 million from Artal Asia to expand its restaurant brands beyond Bengaluru, strengthen its multi-brand portfolio, and accelerate growth across India's organised food-service market.

Bengaluru-based restaurant company Popo Global has raised ₹532 crore (around \$56 million) from investment firm Artal Asia, marking a significant funding round for the food and beverage business. The company operates popular food brands including The Pizza Bakery, Paris Panini and Smash Guys, and plans to use the fresh capital to expand its restaurant footprint beyond Bengaluru and strengthen its multi-brand portfolio.

Founded in 2017 by brothers Abhijit (AB) Gupta and Nikhil Gupta, Popo Global initially built The Pizza Bakery before expanding into other food concepts. The company currently operates around 40–41 outlets, primarily in Bengaluru, with its brands spanning casual dining, quick-service restaurants and delivery-focused formats.

The latest investment is expected to support the company's transition from a Bengaluru-focused restaurant operator into a broader national food-service platform. Popo Global follows a company-owned operating model, rather than relying primarily on franchising. This approach allows the company to maintain direct control over restaurant operations, customer experience and execution as it

expands into new markets.

The funding comes at a time when India's organised restaurant and quick-service food sector is attracting increased investor attention. Consumer demand for convenient dining, delivery, premium casual food and differentiated restaurant concepts is encouraging businesses to develop scalable operating models. For companies such as Popo Global, expansion requires investment not only in new outlets but also in kitchens, supply chains, technology, staffing and brand development.

Popo Global's three brands provide the company with exposure to different segments of the food-service market. The Pizza Bakery focuses on gourmet pizza, while Paris Panini operates in the sandwich and café segment. Smash Guys targets the burger and quick-service category. Operating multiple concepts under one platform allows the company to explore different consumer preferences while building shared capabilities across its business.

The company's financial performance has also attracted attention. Reports indicate that Popo Global generated

approximately ₹175 crore in revenue during FY25 and remained profitable during the year. The latest funding represents its first major external investment after years of largely bootstrapped operations.

Artal Asia's investment comes as Indian food and consumer businesses continue to attract institutional capital. The funding provides Popo Global with resources to open additional outlets, strengthen existing brands and enter markets outside its home city.

The company has not publicly disclosed all transaction details, including the precise size of Artal Asia's stake. Economic Times reported that the transaction valued Popo Global at approximately ₹1,250 crore, citing a person familiar with the deal.

With fresh capital and three established restaurant brands, Popo Global is now preparing for its next phase of expansion. Its ability to replicate its operating model across different Indian markets will depend on factors including location selection, supply-chain efficiency, food consistency and customer demand.

ENTERPRISE

Google DeepMind Selects Four Indian Climate-Tech Startups for AI for the Planet Accelerator

Google DeepMind has selected four Indian climate-tech startups — Terrastack, Varaha Climate, Farmers for Forests and Climitra Carbon — for its inaugural “AI for the Planet” accelerator in the Asia-Pacific region. The companies are part of a 16-organisation cohort using artificial intelligence, satellite data, remote sensing and drones to address environmental challenges across agriculture, biodiversity, climate resilience and carbon management.

The three-month programme provides participants with access to Google’s AI stack, including specialised frontier models, along with technical assistance and expert mentorship. The initiative began with a hands-on bootcamp in Singapore and will continue with tailored support through December 2026, before a planned Demo Day in Singapore.

Among the Indian participants, Terrastack is focused on agricultural intelligence. The company combines satellite and agronomic data to provide plot-level land intelligence for smallholder farmers. By bringing together different environmental and agricultural datasets, its technology aims to provide more localised information that can support farming decisions and climate resilience.

Varaha Climate is working at the intersection of regenerative agriculture, carbon removal and carbon markets. Its platform uses remote sensing and AI to verify regenerative farming practices and carbon-removal activities, helping smallholder farmers participate in carbon-credit programmes. The company’s inclusion reflects the growing use of digital monitoring and verification technologies in climate finance.

The other two Indian companies bring complementary approaches to environmental monitoring. Farmers for Forests uses AI-powered drones to measure and scale smallholder agroforestry while supporting carbon and biodiversity outcomes. Climitra Carbon, meanwhile, deploys Geo-AI to verify the removal of invasive species and their conversion into biochar, connecting land restoration with carbon-management solutions.

The selection comes as AI is increasingly being applied to environmental datasets that are difficult to process using conventional methods. Satellite imagery, weather information, soil data and field-level observations can generate large volumes of information. AI models can help organisations analyse these datasets and develop more detailed insights for agriculture, conservation and climate-related decision-making.

For India, the programme also highlights the expanding role of domestic startups in developing technology for environmental challenges. Google has separately highlighted its work with Indian organisations on climate-smart agriculture, clean energy, water stewardship and other sustainability initiatives. The company said the four startups form part of a broader effort to support local climate-tech innovation.

The accelerator’s regional cohort includes startups, non-profits and research organisations from countries including India, Japan, Singapore, Thailand, Australia, Indonesia, South Korea and New Zealand. Their projects cover areas ranging from biodiversity monitoring and crop forecasting to carbon credits, soil intelligence and environmental risk assessment.

The programme could provide the Indian startups with an opportunity to strengthen their technical capabilities and explore how advanced AI models can be integrated into existing climate platforms. Access to specialised models, cloud resources and technical expertise may also help participating organisations test and scale applications that depend heavily on geospatial and environmental data.



The Rise of D2C Startups in India: Trends, Growth & Future



India's D2C startups are reshaping consumer markets through digital commerce, social media, niche products, AI, omnichannel expansion, stronger branding, and customer-focused strategies.

India's D2C ecosystem is reshaping consumer markets through digital commerce, social media, niche products, and omnichannel strategies, while brands increasingly focus on customer retention, profitability, technology, and trust.

India's Direct-to-Consumer (D2C) ecosystem is transforming how brands reach and engage customers. Instead of depending entirely on distributors, wholesalers, and traditional retailers, D2C startups sell directly through websites, apps, social media, marketplaces, and other digital platforms. The growth of e-commerce, digital payments, social media, changing consumer preferences, and improving logistics has created opportunities for entrepreneurs across beauty, food, fashion, wellness, home products, and personal care.

The traditional retail model often involves manufacturers, distributors, wholesalers, retailers, and consumers. D2C brands attempt to shorten this chain, giving companies greater control over branding, customer communication, product positioning, and consumer insights. However, modern D2C businesses increasingly follow omnichannel strategies, combining their own websites with marketplaces, social commerce, and offline stores.

Several factors are driving this growth. E-commerce enables startups from smaller cities to reach customers across India without investing heavily in physical stores. Digital marketing has also reduced entry barriers, allowing brands to use Instagram, YouTube, Google, influencer campaigns, and creator-led content to reach targeted audiences. Social media has become both a marketing and product-discovery channel, helping companies build communities through storytelling, educational content, reviews, and founder-led communication.

Customer data is another important advantage. Direct transactions can provide insights into purchasing patterns, product preferences, repeat

purchases, and customer behaviour, subject to privacy and data-protection requirements. These insights can support product development, personalised recommendations, bundles, and retention campaigns. The ecosystem has also encouraged the rise of niche brands serving specific consumer needs, from sustainable fashion and regional foods to specialised beauty and wellness products.

Technology is making D2C businesses easier to launch and manage. Entrepreneurs can access e-commerce platforms, payment gateways, analytics, logistics solutions, and increasingly, artificial intelligence tools for marketing, customer support, content creation, and operations. However, building a sustainable brand remains challenging. High customer acquisition costs, intense competition, logistics, returns, and the need to establish consumer trust can affect profitability.

As competition increases, many digital-first brands are expanding into physical retail, modern trade, pop-up stores, and quick-commerce platforms. This omnichannel approach allows customers to discover products online while experiencing them offline. Strong branding, clear positioning, reliable product quality, transparent policies, and customer service are becoming essential differentiators.

Customer retention is equally important. Loyalty programmes, subscriptions, personalised communication, quality products, recommendations, and community building can encourage repeat purchases and improve customer lifetime value.

Looking ahead, AI-powered personalisation, social commerce, quick commerce, regional-language marketing, and offline expansion are likely to shape India's D2C ecosystem.

Bounce and ONDC Partner to Expand Electric Last-Mile Delivery Network

Electric mobility company Bounce has partnered with the Open Network for Digital Commerce (ONDC) to expand zero-emission last-mile delivery operations across key urban delivery corridors. The collaboration is aimed at strengthening India's electric mobility ecosystem while supporting the growing demand for cleaner and more efficient logistics solutions.

Under the partnership, Bounce will work with the ONDC network to facilitate the deployment of electric two-wheelers for delivery operations. The initiative can help delivery partners access EV-based mobility solutions while enabling businesses connected to the digital commerce network to explore cleaner last-mile transportation options.

Last-mile delivery remains an important component of India's rapidly expanding e-commerce, food delivery and quick-commerce sectors. However, frequent short-distance trips by conventional petrol-powered vehicles contribute to fuel consumption and urban emissions. Electric two-wheelers offer an alternative by reducing dependence on fossil fuels and potentially lowering operating costs for high-frequency delivery operations.

The partnership also highlights the growing role of digital commerce networks in connecting mobility providers, merchants and logistics partners. By combining ONDC's open digital commerce infrastructure with Bounce's electric mobility capabilities, the



initiative could support greater integration between commerce and sustainable transportation.

For delivery workers, access to electric vehicles can also create opportunities to reduce recurring fuel expenses, although the overall economics depend on factors such as vehicle financing, charging availability, battery performance and daily utilization.

As India continues to promote electric mobility and sustainable urban transportation, collaborations between EV companies and digital commerce platforms are becoming increasingly relevant. The Bounce-ONDC initiative reflects how technology and clean mobility can work together to support the next phase of India's rapidly expanding last-mile delivery ecosystem.

SquadStack Shifts Enterprise Voice AI Toward Outcome-Based Pricing Models

Indian conversational AI company SquadStack is driving a shift in enterprise voice technology by introducing performance-based pricing models that link AI costs more closely to measurable business outcomes. The approach moves beyond traditional SaaS pricing, where companies typically pay recurring fees based on the number of users, seats, or software licenses.

Under an outcome-based model, businesses can structure payments around the results generated by conversational AI systems. These outcomes could include completed customer interactions, qualified leads, successful conversions, appointments, collections, or other measurable performance indicators. The model is particularly relevant for organisations using voice AI for sales, customer engagement, collections, and support operations.

The shift comes as enterprises increasingly experiment with AI-powered voice agents capable of handling large volumes of customer conversations. As these systems become more capable, businesses are looking beyond access to software and focusing on the tangible value generated by automation.

For companies, performance-linked pricing can potentially make AI adoption easier to evaluate because expenditure can be connected to specific operational or revenue-related

metrics. However, such models also require clearly defined performance measurements, transparent reporting, and agreement between vendors and customers on how outcomes are calculated.

The development reflects a broader evolution in the enterprise software market. Generative AI and autonomous agents are challenging conventional SaaS assumptions, particularly when software can directly perform tasks rather than simply provide employees with digital tools.

As conversational AI adoption expands across industries, outcome-based commercial models could become an increasingly important part of enterprise procurement. SquadStack's approach highlights the growing focus on business results, measurable productivity, and return on AI investment, rather than software access alone.



India's Semiconductor Push Opens New Supply-Chain Opportunities for Hardware Startups

India's semiconductor ecosystem is moving into a new phase as domestic semiconductor equipment and manufacturing companies begin issuing procurement tenders for materials and components required in fabrication and advanced packaging. The development is creating potential opportunities for Indian hardware startups seeking to participate in the country's emerging semiconductor supply chain.

The initial procurement activity covers areas such as fab-packaging materials, equipment components, specialised tools, consumables, and supporting manufacturing systems. As semiconductor facilities move from planning and construction toward operational deployment, demand for reliable domestic suppliers is expected to increase.

For Indian startups, this could create opportunities beyond chip design. Companies developing precision engineering systems, industrial automation, robotics, materials, testing equipment, sensors, and specialised manufacturing technologies could potentially become suppliers to the growing semiconductor ecosystem.

The development also aligns with India's broader objective of strengthening domestic semiconductor capabilities and reducing dependence on overseas supply chains. Building a complete semiconductor ecosystem requires not only fabrication plants but also a network of suppliers capable of providing materials, equipment, maintenance, testing, packaging, and other specialised services.

Early procurement tenders can provide domestic technology companies with visibility into the technical requirements and quality standards expected by semiconductor manufacturers. However, suppliers will need to demonstrate high levels of reliability, precision, consistency, and compliance before becoming part of critical manufacturing processes.

The emerging demand could also encourage partnerships between established semiconductor companies, engineering firms, research institutions, and startups. Such collaboration may help smaller companies develop specialised products tailored to fab and packaging requirements.

SPORTS

Sports-Tech Adoption Accelerates as Wearable Analytics Gain Ground in Indian Franchise Leagues



India's sports-tech sector is seeing increased adoption of wearable analytics, with club monitoring contracts reportedly rising 30%. Startups are using AI, GPS, sensors, and performance data to support athlete fitness, workload management, recovery, and data-driven coaching decisions.

India's sports-technology ecosystem is seeing growing adoption of wearable devices and athlete analytics as professional teams increasingly use data to monitor player performance, workload, recovery, and fitness. Domestic sports-tech startups have reported a 30% increase in club-level athlete monitoring contracts as franchise leagues prepare for their upcoming winter competition cycles.

Wearable technology has become an important part of modern sports management. Devices such as GPS trackers, smart sensors, heart-rate monitors, and other connected systems can collect information on an athlete's movement, workload, speed, acceleration, recovery patterns, and training intensity. Teams can use these insights to support coaching and conditioning decisions.

The growing interest is also creating opportunities for Indian startups developing sports analytics platforms. Instead of relying only on conventional fitness assessments, teams can combine real-time data with software dashboards to monitor athletes throughout training and competition. This can provide coaches, fitness staff, and sports scientists with a more detailed view of player workloads. The reported increase in monitoring contracts comes as franchise-based sports continue to expand their use of technology. Professional teams operate in highly competitive environments where player availability, training efficiency, and performance management can have significant operational importance. As a result, technology providers are increasingly becoming part of the wider sports ecosystem.

Indian startups are also exploring artificial intelligence and machine learning to turn large volumes of athlete data into actionable insights. AI-enabled platforms can identify patterns across training sessions, compare historical performance, and help teams organise information for individual players. However, the usefulness of such

systems depends on data quality, appropriate interpretation, and integration with professional coaching practices.

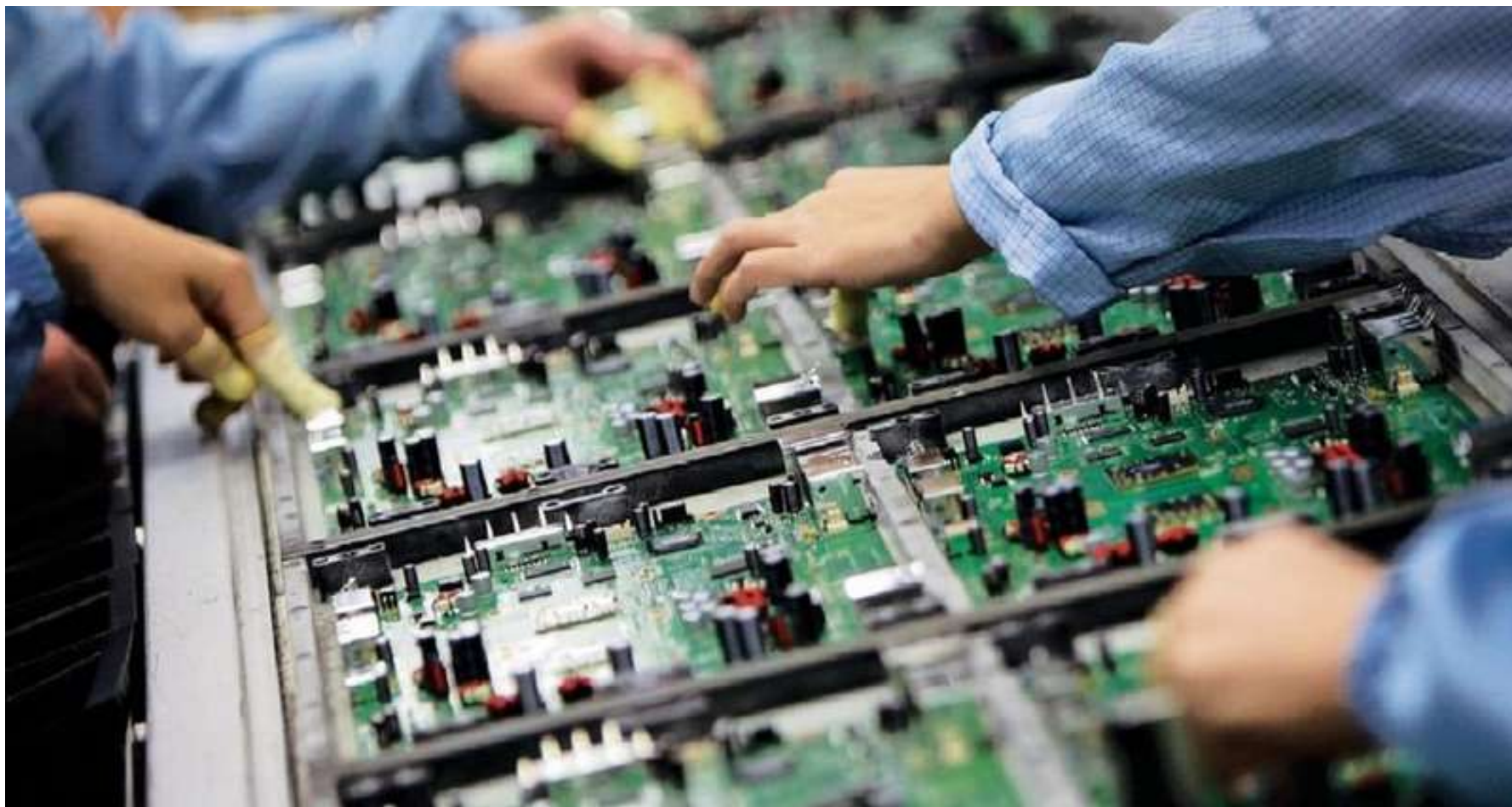
For wearable analytics companies, franchise leagues offer an important commercial opportunity. Securing contracts with professional clubs can help startups validate their technology, improve products, and build credibility with additional teams and sporting organisations. The technology can potentially expand beyond elite leagues into academies, universities, grassroots sports, and individual fitness markets.

Data privacy and athlete consent will also remain important considerations as monitoring becomes more sophisticated. Teams and technology providers need appropriate safeguards for sensitive performance and biometric information, along with clear policies governing data access and usage.

The rise in contracts reflects a broader shift in sports from experience-led decision-making toward increasingly data-supported performance management. Wearable technology does not replace coaches or sports professionals, but it can provide additional information that supports training and player-management decisions.

As India's franchise sports ecosystem develops, demand for sports analytics, connected wearables, and athlete-monitoring platforms could continue expanding. For domestic startups, the opportunity lies in developing affordable, reliable, and sport-specific technologies that can convert raw performance data into useful insights for teams and athletes.

Supply Chain Diversification Opens New Growth Opportunities for India's Electronics EMS Sector



India's electronics sector is benefiting from global supply-chain diversification, creating new sourcing opportunities for domestic EMS companies. Government incentives, rising electronics production, and a growing component ecosystem are supporting deeper local manufacturing, reducing import dependence, and strengthening India's position in global electronics supply chains.

India's electronics manufacturing sector is entering a new phase as global companies diversify their supply chains and look beyond traditional manufacturing hubs. The shift is creating fresh opportunities for Indian electronics manufacturing services (EMS) companies, particularly in component sourcing, sub-assembly, and value-added manufacturing.

Global supply-chain diversification is being driven by geopolitical risks, rising demand for electronics, and the need for manufacturers to build more resilient production networks. India is emerging as an important destination in this transition, supported by a growing domestic market, expanding manufacturing capabilities, and government incentives designed to deepen local supply chains.

A key development is the expansion of India's Electronics Components Manufacturing Scheme (ECMS), which has been designed to encourage investment across components, sub-assemblies, supply-chain products, and manufacturing equipment. As of August 2026, 106 projects had been approved across 15 states, involving projected investments of ₹69,548 crore and expected production of ₹5.34 lakh crore.

The growing ecosystem is expected to benefit EMS companies by improving access to locally manufactured printed circuit boards, camera modules, passive components, electro-mechanical parts, connectors, and

other critical inputs. Greater domestic sourcing can help companies reduce dependence on imported components while improving supply-chain responsiveness and production planning.

India's electronics production has also expanded significantly, reaching ₹13.11 lakh crore in 2025–26, while electronics exports rose to ₹4.24 lakh crore. The government is now focusing on increasing domestic value addition so that India moves beyond assembly toward deeper participation in the electronics value chain.

The semiconductor ecosystem is adding another layer to this opportunity. Recent partnerships involving Tata Electronics and global companies such as Nexperia and Fujifilm are aimed at strengthening chip manufacturing, packaging, and materials supply in India.

For domestic EMS ventures, these developments could create opportunities to secure new sourcing contracts and participate in global manufacturing networks. However, companies will need to invest in quality systems, engineering capabilities, automation, and reliable supplier networks to meet global standards.

Key Highlights

- Global supply-chain diversification is creating new opportunities for Indian electronics manufacturing services (EMS) companies.
- India is attracting component sourcing, sub-assembly, and value-added manufacturing contracts.
- The Electronics Components Manufacturing Scheme is supporting investments across key electronics components and supply-chain products.
- Rising domestic electronics production and exports are strengthening India's manufacturing ecosystem.
- Semiconductor partnerships are expanding capabilities in chip manufacturing, packaging, and materials.