



GOVERNMENT SCHEMES

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RBI Bulletin: Indian Economy Navigates External Shocks; Core Inflation Stable at 3.9%

The RBI's July 2026 Bulletin says India remains among the fastest-growing economies, with stable 3.9% core inflation, strong industrial growth, expanding credit, and supportive liquidity boosting investment, resilience, and long-term economic growth.



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India-UK CETA Operationalization Boosts IT & Tech Export Services

India-UK CETA boosts IT, SaaS, and cybersecurity exports, improving UK market access, attracting investment, creating skilled jobs, and strengthening digital innovation.



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Private Equity & Tech Sponsors Drive Fan-Engagement Innovations in Franchise Sports
Sports-tech startups are transforming franchise sports through AI, AR, and micro-ticketing, boosting fan engagement, digital experiences, revenue, and innovation globally.

Startup Times



Wednesday, July 29, 2026 NEW DELHI, 10 PAGES



IMF World Economic Outlook: AI Tech Boom Offsets Global Energy Pressures

The International Monetary Fund (IMF) has stated in its July 2026 World Economic Outlook Update that the global economy is being shaped by two contrasting forces. On one side, rising energy prices, supply chain disruptions, and geopolitical tensions continue to put pressure on businesses and consumers worldwide. On the other, the rapid adoption of Artificial Intelligence (AI) is creating a major technology-driven productivity boom. According to the IMF, this AI revolution is helping economies maintain growth despite ongoing global uncertainties.

The report highlights that enterprise AI tools are transforming industries by improving efficiency, automating repetitive tasks, and supporting faster decision-making. Businesses across manufacturing, finance, healthcare, logistics, and retail are increasingly integrating AI into their operations. These advancements are boosting productivity, reducing operational costs, and encouraging innovation, making AI one of the strongest drivers of global economic resilience in 2026.

However, the IMF also warns that elevated energy costs remain a significant challenge. Higher oil, gas, and electricity prices continue to increase production and transportation expenses, contributing to inflationary pressures in many economies. Countries that rely heavily on imported energy remain particularly vulnerable, while geopolitical conflicts and supply disruptions add further uncertainty to global markets and investment sentiment.

SportsTech Boom: AI Performance & Biometrics Startups Target Global Leagues

Indian sports-tech startups are rapidly expanding their global footprint by securing contracts with leading football and cricket leagues ahead of upcoming international tournaments. Using AI-powered computer vision, biometric injury monitoring, and automated match-highlight generation, these companies are helping teams improve player performance, reduce injury risks, and enhance fan engagement. The growing international demand highlights India's emergence as a key innovation hub for next-generation sports technology solutions.



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RDI Fund & SIDBI Launch ₹10,000 Cr Deep-Tech Commercialization Grant



RBI Bulletin: Indian Economy Navigates External Shocks; Core Inflation Stable at 3.9%

The RBI's July 2026 Bulletin says India remains among the fastest-growing economies, with stable 3.9% core inflation, strong industrial growth, expanding credit, and supportive liquidity boosting investment, resilience, and long-term economic growth.

The Reserve Bank of India (RBI), in its July 2026 Bulletin, has reaffirmed the resilience of the Indian economy despite an uncertain global environment marked by geopolitical tensions, fluctuating commodity prices, and slower growth in several advanced economies. According to the bulletin, India continues to remain one of the fastest-growing major economies, supported by robust domestic demand, healthy industrial production, and sustained infrastructure investments. The central bank highlighted that manufacturing, services, and construction sectors have continued to expand steadily, while government-led capital expenditure has strengthened economic activity across multiple industries. The RBI noted that stable macroeconomic fundamentals and prudent monetary management have enabled India to navigate external shocks more effectively than many emerging markets.

One of the key highlights of the bulletin is the stability of core inflation, which excludes volatile items such as precious metals and remains anchored at 3.9%. This indicates that underlying price pressures across the economy are well contained despite global energy price volatility and supply chain disruptions. The RBI observed that inflation management has benefited from balanced food supplies, easing input costs in several industries, and effective monetary policy measures. With inflation remaining within the central bank's comfort range, policymakers have greater flexibility to maintain supportive liquidity conditions while carefully monitoring risks from international markets. Stable inflation is also expected to preserve consumer purchasing power and encourage business confidence in the coming months.

The bulletin further highlights the strength of India's financial system, particularly the continued expansion of bank credit to industries, MSMEs, housing, and infrastructure projects. Healthy credit growth has supported private investment,

business expansion, and employment generation across sectors. Improved corporate balance sheets, stronger banking sector capitalisation, and lower levels of stressed assets have enhanced the financial system's ability to fund long-term economic growth. The RBI also pointed to increasing digital payments, financial inclusion initiatives, and technology-driven banking services as important contributors to improving economic efficiency and strengthening the country's financial ecosystem. These developments are expected to further accelerate investment and consumption during the current financial year.

Looking ahead, the RBI remains cautiously optimistic about India's growth trajectory while acknowledging risks from global trade uncertainties, energy price fluctuations, and geopolitical developments.



RDI Fund & SIDBI Launch ₹10,000 Cr Deep-Tech Commercialization Grant

The Research, Development & Innovation (RDI) Fund, in collaboration with SIDBI and EXIM Bank, has announced a new ₹10,000 crore patient-capital framework aimed at accelerating the commercialization of advanced research in India. The initiative seeks to bridge the long-standing gap between laboratory innovations and market-ready products by providing long-term financial support to deep-tech startups. Unlike traditional venture funding, patient capital offers entrepreneurs the flexibility to develop complex technologies that require longer research, testing, and commercialization cycles. The initiative is expected to strengthen India's innovation ecosystem by transforming scientific discoveries into globally competitive products and businesses.

The new institutional mechanism will focus on supporting startups emerging from premier research institutions such as the Indian Institutes of Technology (IITs), Indian Institutes of Science Education and Research (IISERs), research laboratories, and leading universities. Priority sectors include artificial intelligence, quantum computing, biotechnology, semiconductors, robotics, advanced materials, space technology, defence innovation, and clean energy. Many promising innovations fail to reach commercial markets due to limited access to long-term funding during the transition from research to product development. The RDI Fund aims to address this challenge by providing financial backing, technical mentoring, and commercialization support to high-potential startups.

SIDBI will play a key role in facilitating startup financing, while EXIM Bank is expected to assist companies in accessing international markets and global technology



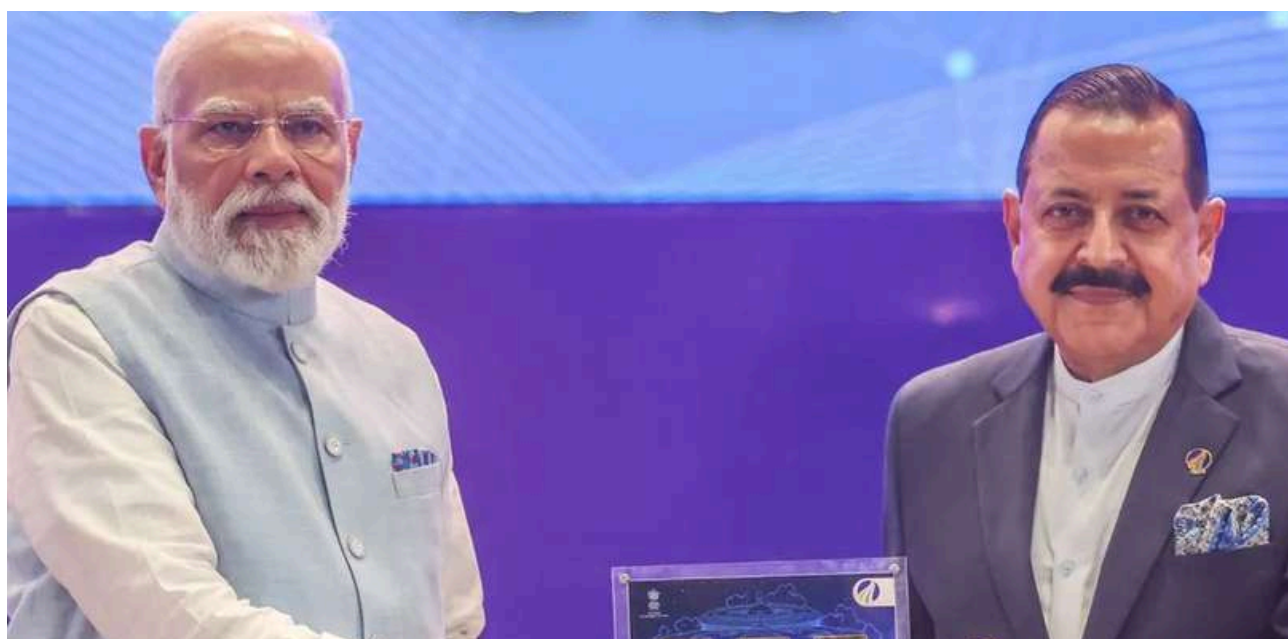
partnerships. Together, the institutions will create a comprehensive ecosystem that supports innovators from prototype development to large-scale commercialization. Besides funding, startups are expected to receive strategic guidance, intellectual property support, industry collaborations, and market access opportunities. The framework also encourages greater collaboration between academia, industry, investors, and government agencies, helping create a stronger pipeline of innovation-driven enterprises capable of competing globally.

Industry experts believe the ₹10,000 crore initiative marks a significant step towards positioning India as a global hub for deep-tech innovation. By enabling researchers and entrepreneurs to convert breakthrough technologies into commercially viable products, the programme is expected to generate high-value employment, strengthen indigenous technology capabilities, and reduce dependence on imported advanced technologies. The initiative also aligns with India's broader vision of becoming a knowledge-driven economy powered by research, innovation, and entrepreneurship. As global demand for cutting-edge technologies continues to grow, the RDI Fund's patient-capital model could become a catalyst for creating globally competitive Indian startups in next-generation industries.

Startup India Seed Fund Scheme (SISFS) Expands Coverage for Tier-2/3 Incubators

The Ministry of Commerce and Industry has expanded the Startup India Seed Fund Scheme (SISFS) by extending grant allocations to 50 additional incubators located in Tier-2 and Tier-3 cities across the country. The move aims to strengthen India's regional startup ecosystem by ensuring that early-stage entrepreneurs outside major metropolitan hubs receive greater access to funding, incubation, mentoring, and business development support. The expansion is expected to encourage innovation in underserved regions while promoting balanced economic growth and increasing opportunities for local entrepreneurs to build scalable businesses.

Under the expanded scheme, priority will be given to startups working in agri-tech, clean energy, climate-resilient hardware, and sustainable technologies that address local and national challenges. By empowering regional incubators, the government seeks to nurture high-potential startups closer to their markets and resources, particularly in agriculture and green technology sectors. Industry experts believe the enhanced SISFS coverage will accelerate innovation, generate employment, attract private investment, and strengthen India's vision of building an inclusive, innovation-driven startup ecosystem across both urban and emerging entrepreneurial centres.





Weekly Venture Funding Surges Past \$340M Driven by Late-Stage AI & B2B Deals

Global venture funding crossed \$340 million this week, led by Udaan's \$160 million and Emergent's \$130 million rounds. The surge reflects renewed investor confidence in AI and B2B startups, with capital increasingly flowing toward scalable, technology-driven businesses offering strong growth potential and sustainable long-term value.

Global venture capital activity witnessed a strong rebound this week, with startup funding surpassing \$340 million, reflecting renewed investor confidence in high-growth technology companies. The surge was driven primarily by large late-stage investments in artificial intelligence (AI) and business-to-business (B2B) platforms, indicating that investors are once again prioritising companies with scalable business models, proven revenue streams, and strong technological advantages. The week's biggest funding rounds included B2B commerce platform Udaan, which secured \$160 million, and AI software company Emergent, which raised \$130 million. These investments account for the majority of the week's funding and demonstrate that capital continues to flow towards startups capable of solving complex enterprise challenges through technology and innovation. Market analysts believe the renewed momentum reflects improving investor sentiment following months of cautious investment activity amid global economic uncertainty.

The significant investment in Udaan highlights continued confidence in digital supply chain and commerce infrastructure. The platform has been strengthening its B2B marketplace by improving procurement, logistics, inventory management, and financing solutions for retailers and manufacturers. Investors believe efficient supply chain technology remains a critical growth opportunity as businesses increasingly adopt digital platforms to improve operational efficiency and reduce costs. Meanwhile, Emergent's substantial funding round underscores the growing demand for enterprise AI software capable of automating workflows, enhancing productivity, and supporting intelligent business decision-making. Across industries including manufacturing, healthcare, finance, logistics, and retail, companies are rapidly adopting AI-powered solutions to streamline operations and remain competitive in an increasingly digital economy.

Industry experts note that investors are becoming more selective, favouring startups with sustainable business models, strong unit economics, recurring revenue, and differentiated technologies rather

than focusing solely on rapid growth. Artificial intelligence continues to dominate venture capital investment globally, particularly in enterprise software, generative AI, automation, cybersecurity, and data infrastructure. Similarly, B2B technology platforms remain attractive because they address critical operational challenges while offering scalable and recurring revenue opportunities. The latest funding activity suggests that investors are increasingly willing to deploy larger growth-stage cheques into companies that have demonstrated product-market fit and possess clear pathways to profitability. This trend is expected to encourage more startups to prioritise long-term value creation over aggressive expansion.

The week's funding rebound is also viewed as a positive signal for the broader startup ecosystem, particularly for companies preparing for future fundraising rounds. Strong late-stage investments often create confidence across venture markets, encouraging institutional investors, private equity firms, and strategic investors to explore new opportunities. For emerging startups, the renewed funding momentum could improve access to capital while increasing partnerships and acquisition opportunities. Analysts believe sectors such as AI, enterprise software, digital commerce, climate technology, fintech, healthcare technology, and supply chain innovation will continue attracting significant investment throughout 2026. As businesses worldwide accelerate digital transformation, venture capital is expected to remain focused on startups building resilient, scalable, and technology-driven solutions capable of delivering long-term commercial impact.

India-UK CETA Operationalization Boosts IT & Tech Export Services



The operationalisation of the India–UK Comprehensive Economic and Trade Agreement (CETA) is set to boost Indian IT, SaaS, and cybersecurity exports by improving access to UK markets and reducing trade barriers. The agreement is expected to strengthen digital trade, encourage technology partnerships, attract investments, create skilled employment, and enhance India's position as a global technology and innovation hub.

The India–UK CETA operationalisation will boost Indian IT, SaaS, and cybersecurity exports by improving UK market access through lower trade barriers. The agreement is expected to strengthen technology partnerships, attract investments, create skilled jobs, and enhance India's global competitiveness in digital services and innovation-driven exports.

The operationalization of the India–UK Comprehensive Economic and Trade Agreement (CETA) marks a significant milestone in strengthening economic ties between the two countries while creating new opportunities for India's technology and digital services sector. The agreement is expected to reduce trade barriers and simplify market access for Indian companies offering IT services, software development, cybersecurity solutions, cloud computing, digital consulting, and Software-as-a-Service (SaaS) products. By improving the ease of cross-border trade, the agreement will enable Indian technology firms to expand their presence in the UK market and strengthen long-term business partnerships. Industry experts believe the pact will further reinforce India's position as a trusted global technology hub while supporting export-led growth in the digital economy.

One of the biggest advantages of the agreement is the creation of lower-tariff and streamlined trade corridors for technology and professional services. Indian IT companies are expected to benefit from simplified regulatory procedures, improved business mobility, and easier access to

UK enterprises seeking digital transformation solutions. The agreement is particularly favourable for startups and mid-sized technology firms that provide cloud services, enterprise software, cybersecurity platforms, artificial intelligence solutions, fintech applications, and managed IT services. As UK businesses continue investing in digital modernization, Indian firms are well-positioned to deliver cost-effective, high-quality technology solutions backed by a skilled workforce and globally recognised expertise.

The operationalization of CETA is also expected to encourage greater collaboration between businesses, research institutions, investors, and innovation ecosystems in both countries. Increased partnerships in emerging sectors such as artificial intelligence, cybersecurity, fintech, health-tech, quantum computing, and digital infrastructure could accelerate technology transfer and joint product development. Indian SaaS companies, which already serve global customers, are likely to gain improved access to UK enterprise clients, creating opportunities for higher export

revenues and international expansion. The agreement may also attract greater foreign investment into India's technology sector as international companies seek partnerships with innovative Indian firms serving global markets.

Economists and industry leaders view the agreement as a strategic step toward strengthening bilateral trade while supporting India's ambition to become a global digital powerhouse. The expanded market access is expected to generate new business opportunities, create high-skilled employment, increase technology exports, and improve India's competitiveness in international digital services. For startups and established technology companies alike, the India–UK CETA offers a stronger platform to scale globally, diversify export markets, and build long-term commercial relationships. As demand for digital transformation continues to grow worldwide, the agreement is expected to play an important role in accelerating India's technology exports and reinforcing its leadership in the global IT and innovation ecosystem.

INTERNATIONAL

US-India Cross-Border Tech Corridor Expands VC Allocations

The expansion of the US–India cross-border technology corridor is set to strengthen collaboration between Silicon Valley investors and India's rapidly growing startup ecosystem. Leading venture capital firms from the United States and India have announced new joint investment initiatives focused on funding high-potential startups developing cutting-edge technologies. The newly established cross-border venture funds will primarily target deep-tech, semiconductor design, cloud infrastructure, enterprise software, artificial intelligence (AI), and advanced engineering startups that combine India's world-class technical talent with enterprise customers across North America. Industry observers believe this initiative represents a major step towards deepening innovation partnerships between the two countries while positioning India as a global centre for advanced technology development. The collaboration is expected to provide Indian startups with greater access to international capital, strategic mentorship, and global markets, enabling them to scale more rapidly and compete on the world stage.

A key objective of the new investment framework is to bridge India's engineering excellence with the commercial opportunities available in North American markets. Many Indian startups possess strong research and product development capabilities but often face challenges in expanding internationally due to limited customer networks and funding access. Through the joint venture capital allocations, startups will receive not only financial backing but also guidance on product strategy, regulatory compliance, international sales, and enterprise customer acquisition. Semiconductor design firms, cloud infrastructure providers, cybersecurity companies, AI platform developers, and enterprise SaaS businesses are expected to be among the biggest beneficiaries. Investors believe that combining India's highly skilled engineering workforce with Silicon Valley's experience in scaling global technology businesses will accelerate the development of globally competitive products and services.

The initiative also reflects growing global confidence in India's deep-tech ecosystem, which has witnessed significant growth in areas such as chip design, artificial intelligence, quantum computing, robotics, aerospace, and enterprise software. As multinational corporations continue diversifying technology development and supply chains, India has emerged as an attractive destination for research, engineering, and product innovation. The cross-border investment model is expected to encourage greater collaboration between founders, research institutions, corporate partners, and venture investors across both countries. Besides funding, startups will gain access to mentorship from experienced entrepreneurs, international accelerators, strategic partnerships, and customer networks, significantly improving their chances of commercial success in competitive global markets.

Experts believe the expanded US–India technology investment corridor will play a crucial role in strengthening innovation, creating high-skilled employment, and boosting technology exports from India. Increased venture funding for advanced technology companies is expected to accelerate the commercialisation of next-generation solutions while encouraging more entrepreneurs to pursue ambitious deep-tech ventures. The initiative also supports broader economic cooperation between India and the United States by promoting joint innovation, technology transfer, and digital infrastructure development. As global demand for AI, cloud computing, semiconductors, and enterprise software continues to rise, the strengthened venture capital partnership is expected to create long-term opportunities for startups, investors, and enterprises, reinforcing India's position as one of the world's fastest-growing innovation and technology ecosystems.



Vealthx: The Fintech Platform Built to Ensure No Indian Family Loses Its Wealth Twice

StartupTimes
Empowering Young Entrepreneurs.

VEALTHX
Unite investments, Secure inheritance

Securing Today. Protecting Tomorrow.

India's 1st wealth continuity platform
Unite investments, Secure inheritance

- DISCOVER**
Find all your financial assets in one place
- ORGANIZE**
Securely store documents & nominee details
- PLAN**
Map family relationships & prepare succession
- PROTECT**
Ensure seamless wealth transfer with legal support

Because no family should lose twice.

₹7.4 LAKH CRORE+
Unclaimed Financial Assets in India
Let's Change That.

PARASHURAM HALLUR
FOUNDER & CPO/CGO

GURUSHANT HANCHINAL
FOUNDER, CEO

SUHASINI ANAND
FOUNDER & COO/CHRO

Vealthx, founded by Parashuram Hallur, Gurushant Hanchinal, and Suhasini Anand, has launched India's first wealth continuity platform, helping families securely discover, organise, protect, and transfer financial assets across generations, addressing inheritance challenges through technology, trust, and structured financial planning.

Vealthx, India's first wealth continuity platform, helps families securely discover, organise, protect, and transfer financial assets across generations. Founded by Parashuram Hallur, Gurushant Hanchinal, and Suhasini Anand, it addresses inheritance challenges through technology, ensuring seamless financial continuity and better asset visibility for Indian families.

India has automated investments. India has automated payments. But India has never automated inheritance. That is the gap Parashuram (Parash) Hallur, Gurushant (Guru) Hanchinal, and Suhasini Anand set out to close when they built Vealthx— a platform they describe not as another fintech product, but as a financial continuity layer for Indian families – It is an India's 1st wealth continuity platform that helps families discover, organize, protect and transfer financial assets across generations.

Three co-founders. Three independent but converging life experiences. One problem that nobody was talking about loudly enough.

Three Decades of Friendship, One Shared Mission
The story of Vealthx is, at its roots, a story about relationships that held for nearly thirty years. Guru and Parash, both from North Karnataka, have known each other since they were students. Guru and Suhasini crossed paths at the start of their careers and have kept that bond alive ever since. When they finally came together to build a company, there was no trust to be manufactured. It was already there.

That foundation matters in a venture like this. Vealthx is not a quick-commerce startup or a social app. It is a platform that asks Indian families to confront something deeply personal: what happens to your money, your documents, and your financial identity when you are no longer around?

Three People, Three Experiences, One Problem
Guru brings over twenty years of experience across financial technology, institutional finance

and enterprise systems, having held senior roles at Goldman Sachs, Deutsche Bank, Broadridge Financial Solutions, and SAP Labs. He leads Vealthx's long-term strategy, capital raising, and regulatory partnerships. His entry into this venture was shaped by something far more personal than his resume. In 2023, his co-brother passed away unexpectedly. During the grief, the family was left to reconstruct a financial picture that had never been shared with them. Accounts, investments, policies — all had to be located institution by institution. "The biggest risk wasn't poor investing," Guru reflects. "It was poor visibility." Parash, a barefoot marathoner, meditation coach, and angel investor who grew up in rural North Karnataka, brings over twenty years of product and technology experience built across geographies. He leads strategy, product management, and technology at Vealthx, and has been shaping the platform since day one. His conviction came from watching families avoid asset distribution conversations entirely — not because they were selfish, but because the system had never given them a structured way to have those conversations. Death and money together felt like a topic that could fracture a family rather than protect one.

Suhasini, a twenty-year veteran in program and change management with deep expertise in Agile Release Management and enterprise transformation, leads governance, trust-building, and partner relationships at Vealthx.

RBI Draft Rules to Simplify Cross-Border FDI Framework for Startups

The Reserve Bank of India (RBI) has released draft guidelines to simplify the regulatory framework governing Foreign Direct Investment (FDI) and Overseas Direct Investment (ODI) for Indian startups and technology companies. The proposed reforms aim to reduce compliance burdens, improve regulatory clarity, and make it easier for startups to attract global capital. The framework also seeks to simplify overseas corporate structures, including holding company arrangements and overseas flip models commonly used by high-growth technology ventures.

The draft rules are expected to streamline foreign investment approvals, facilitate smoother cross-border capital flows, and strengthen India's position as a startup-friendly investment destination. Industry experts believe the reforms will encourage greater international investor participation, reduce operational complexities, and help Indian startups expand globally while maintaining stronger regulatory transparency. The move aligns with the government's broader objective of enhancing ease of doing business and supporting innovation-led economic growth.



Foreign Direct Inflows Rebound as Rupee Strengthens Against Dollar

Foreign capital inflows into India have shown renewed strength as Foreign Portfolio Investment (FPI) increased and venture debt activity remained robust, contributing to a stronger Indian Rupee against the US dollar. The improved inflows reflect growing investor confidence in India's economic fundamentals, supported by stable macroeconomic conditions, healthy corporate earnings, and resilient domestic demand. Strong quarterly performance in the services sector, particularly information technology, financial services, and digital finance, has further enhanced India's attractiveness to global investors. Analysts believe the sustained inflow of foreign capital is helping improve market liquidity while supporting the country's external financial position.

The strengthening Rupee is expected to ease import costs, moderate inflationary pressures, and boost confidence among domestic and international investors. Continued investment in technology startups, digital finance companies, and high-growth sectors has reinforced India's position as a preferred investment destination. Economists believe that stable foreign capital inflows, combined with strong economic growth and prudent monetary policies, will help maintain currency stability and support long-term investment. If the current trend continues,



Common Customer ID Unified Framework Introduced for Regulated Entities



India's financial regulators—Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), and Insurance Regulatory and Development Authority of India (IRDAI)—are working towards introducing a Unified Common Customer ID framework across banks, asset management companies, and insurance providers. The initiative aims to simplify customer onboarding by creating a single, standardised identity for financial services, reducing repetitive Know Your Customer (KYC) verification and improving operational efficiency. The framework is expected to enhance customer convenience while strengthening data consistency across regulated financial institutions.

For fintech startups, the reform is expected to significantly lower onboarding costs and compliance burdens, enabling faster delivery of cross-category wealth management, lending, insurance, and investment products. Industry experts believe the unified customer identification system will accelerate digital financial inclusion, improve interoperability across financial institutions, and foster innovation in India's fintech ecosystem. The initiative also supports the government's vision of creating a more seamless, secure, and efficient digital financial infrastructure.

SPORTS

Private Equity & Tech Sponsors Drive Fan-Engagement Innovations in Franchise Sports



Private equity and venture-backed sports-tech startups are transforming global franchise sports through AI-powered fan engagement, augmented reality experiences, and dynamic micro-ticketing platforms. These innovations enhance stadium and digital experiences, improve fan interaction, create new revenue streams, and help leagues personalise content using real-time data. As global sports embrace digital transformation, investment in sports technology is expected to accelerate, creating significant opportunities for startups developing next-generation entertainment and engagement solutions.

Private equity firms and technology-focused investors are accelerating innovation in the global sports industry by backing startups that are transforming how fans experience live sporting events. Venture-funded sports entertainment companies are introducing real-time interactive fan engagement platforms, AI-powered content experiences, dynamic micro-ticketing solutions, and augmented reality (AR) features across major franchise leagues worldwide. These technologies are enabling fans to participate in live polls, access personalised match statistics, interact with exclusive digital content, and enjoy immersive stadium experiences through smartphones and wearable devices. Dynamic micro-ticketing platforms are also making sporting events more accessible by allowing spectators to purchase tickets for shorter time slots, premium seating upgrades, or specific match segments. Investors believe these innovations will create new revenue streams for sports franchises while improving fan satisfaction, increasing stadium attendance, and strengthening digital engagement beyond match days. As leagues compete to attract younger, technology-savvy audiences, sports organisations are increasingly partnering with startups that combine artificial intelligence, data analytics, cloud computing, and immersive technologies to deliver personalised fan experiences. The growing interest from private equity funds reflects confidence that sports technology will become a significant driver of future growth in the global sports and entertainment industry.

Industry experts believe the rapid adoption of fan-engagement technologies is reshaping the commercial landscape of franchise sports by creating stronger connections between teams, sponsors, broadcasters, and supporters. Augmented reality experiences allow

fans to access virtual player interactions, live statistics overlays, and interactive venue navigation, while AI-powered recommendation engines personalise merchandise offers, food ordering, and digital content based on individual preferences. Sports startups are also helping franchises analyse fan behaviour through real-time data, enabling organisations to improve marketing campaigns, ticket pricing strategies, and sponsorship effectiveness. Beyond enhancing the stadium experience, these platforms are expanding digital engagement for millions of remote viewers through interactive streaming, fantasy sports integration, and social media participation. Analysts expect continued investment from venture capital and private equity firms as sports organisations seek innovative ways to diversify revenue beyond broadcasting rights and traditional ticket sales. With major international football, cricket, basketball, and other franchise leagues embracing digital transformation, technology-driven fan engagement is expected to become a core pillar of the global sports business, creating significant opportunities for startups developing next-generation entertainment solutions.

Logistics Tech Automation: FleetX Secures ₹65 Cr from IndiaMART



FleetX has raised ₹65 crore from IndiaMART to expand AI-powered logistics solutions, including mid-mile fleet digitalisation, predictive analytics, and IoT-enabled fleet management. The investment will enhance supply chain visibility, improve operational efficiency, reduce logistics costs, and accelerate digital transformation across India's rapidly growing transportation and logistics sector.

FleetX, a leading supply chain visibility and logistics technology platform, has raised ₹65 crore in funding from IndiaMART to accelerate the digital transformation of India's logistics ecosystem. The fresh investment will be utilised to strengthen FleetX's technology platform, expand its product capabilities, and scale its presence across the country's rapidly growing transportation and supply chain sector. The company plans to enhance solutions focused on mid-mile fleet digitalisation, predictive logistics, and Internet of Things (IoT)-enabled fleet management, helping businesses improve operational efficiency and reduce logistics costs. FleetX's platform enables real-time tracking of commercial vehicles, AI-driven route optimisation, predictive maintenance, fuel monitoring, driver behaviour analysis, and automated logistics operations. As India's manufacturing, e-commerce, and industrial sectors continue to expand, the demand for intelligent fleet management solutions has increased significantly. Industry experts believe the investment reflects growing confidence in logistics technology startups that are modernising traditional transportation networks through automation, data analytics, and connected vehicle technologies. By improving supply chain visibility, FleetX aims to help enterprises reduce delays, optimise asset utilisation, improve delivery timelines, and make more informed operational decisions using real-time data. The funding also highlights the increasing interest of strategic investors in India's fast-growing logistics technology sector, which is becoming a critical pillar of the

country's digital economy. FleetX plans to invest in advanced predictive analytics, artificial intelligence, machine learning, and IoT capabilities to provide businesses with greater visibility across their supply chains while improving fleet productivity and reducing operational risks. Enhanced predictive logistics tools will enable companies to anticipate disruptions, optimise fleet deployment, minimise downtime, and improve customer service through faster and more reliable deliveries. Analysts believe digital logistics platforms like FleetX will play a key role in supporting India's expanding manufacturing base, e-commerce industry, and national infrastructure development. The investment from IndiaMART is expected to accelerate product innovation, strengthen enterprise partnerships, and expand the adoption of smart fleet management technologies among logistics operators across the country. As businesses increasingly prioritise automation, data-driven decision-making, and efficient transportation networks, logistics technology startups are expected to attract sustained investor interest while contributing to improved supply chain resilience, lower operational costs, and higher productivity. The latest funding reinforces India's emergence as a major hub for logistics innovation, with technology-driven solutions transforming how goods are transported, monitored, and managed across the nation's rapidly evolving commercial landscape.

Key Highlights

- FleetX secured ₹65 crore in funding from IndiaMART.
- Investment will accelerate mid-mile fleet digitalisation.
- Focus on predictive logistics and IoT-enabled fleet management.
- Platform offers real-time vehicle tracking and AI-powered route optimisation.
- Supports predictive maintenance, fuel monitoring, and driver analytics.
- Enhances supply chain visibility and operational efficiency.
- Aims to reduce logistics costs and improve delivery performance.
- Funding will strengthen AI, machine learning, and IoT capabilities.
- Expands enterprise partnerships and product innovation.
- Reinforces India's growing leadership in smart logistics and supply chain technology.