

Udgam - HPCL Start up initiative

18th October 2021

Udgam – HPCL Startup Initiative



*Aims to promote promising startups in energy sector
and foster the spirit of entrepreneurship*

Focus Areas



Digital



E-Mobility



Waste to Energy



Emissions Reduction



Renewables



Biofuels



Efficiency in O&G

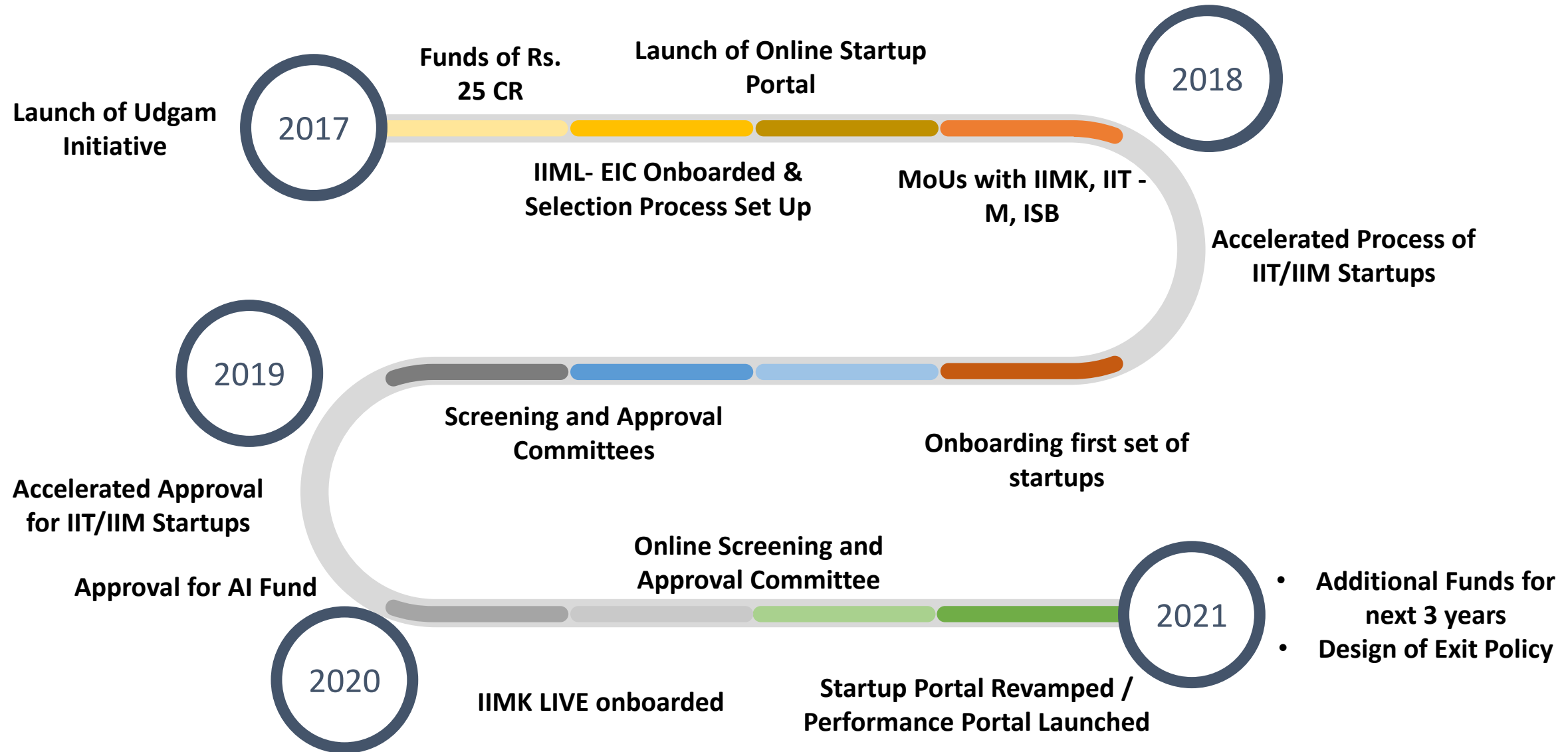


Asset Management

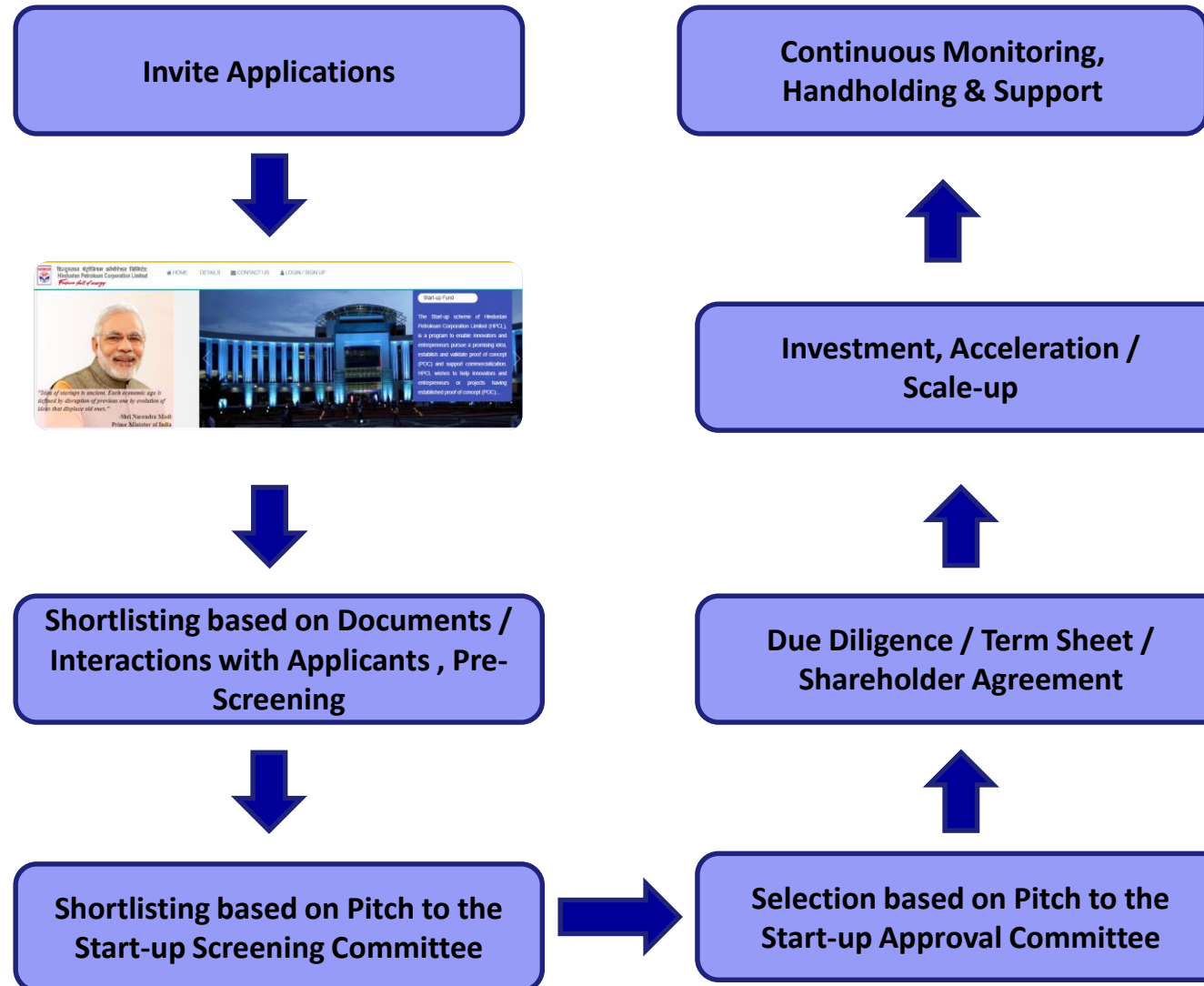


Safety & Security

Udgam - Background



Robust Selection Process Flow



Milestones Achieved



2

OPEN CHALLENGES
TILL NOW

300+

STARTUP
APPLICATIONS
(Cumulative)

52

APPLICATIONS
RECEIVED IN 2021-22
(TILL SEP 21)

19

APPLICATIONs FROM
IIT/IIM STARTUPS
2021-22
(TILL SEP 21)x

400+

EMPLOYMENT
GENERATED

27

STARTUPS INCUBATED
/ACCELERATED

23

STARTUPS
ONBOARDED

7

STARTUPS UNDER
ADVANCED FUNDING

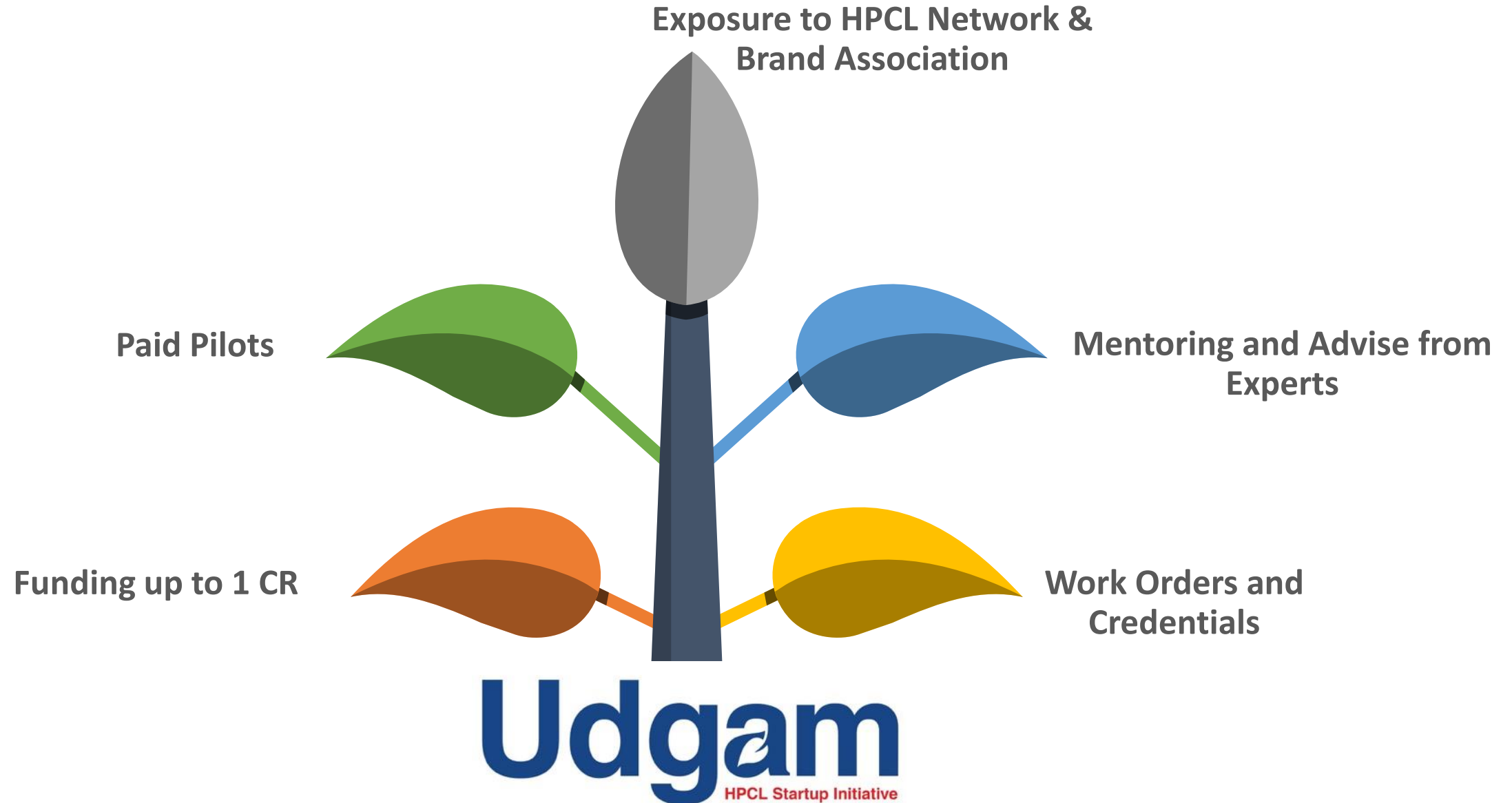
19.81CR

FUND COMMITTED

16.67 CR

FUND DISBURSED

Startup Support by HPCL



Other Activities by HPCL for Startups



Pre-pitch Workshop for Startups

Accelerated process for selection of Start-ups.

Web portal for tracking the project milestones status of the supported Start-ups.

Supporting various events from reputed institutes

Periodic Newsletters – Startup Insights



#startupindia



Welcome
Inaugural Session
9.30 AM, Monday, 9th August, 2021
<https://zoom.us/j/5988060672>

Chief Guest
Shri. Kushal Banerjee
Chief General Manager
Hindustan Petroleum Corporation Ltd.,
Mumbai

Guest of Honor
Prof. K. N. Satyanarayana
Director
Indian Institute of Technology Tirupati

Keynote Speakers

Dr. Saikat Chakraborty Associate Professor IIT Kharagpur	Dr. Vinu R. Associate Professor IIT Madras
Mr. D.M. Giri CEO, ASN Fuels Pvt Ltd, Bangalore/Tirupati	Prof. Kishalay Mitra Professor IIT Hyderabad
Dr. Rajesh Viswanathan Associate Professor IISER Tirupati	Dr. B. Rama Raju Assistant Professor MIT Warangal

Organized by IIT Tirupati & Sponsored by HPCL

Symposium on
Challenges in the Production of 2G Bioethanol
9 – 10, August 2021
Venue: Online Webinar

Dr. T. Sunil Kumar, Convener

भारतीय प्रौद्योगिकी संस्थान तिरुपति

Prof. Sasidhar Gumma, HOD, Chemical Engg.

Prof. K.N. Satyanarayana, Director, IIT-Tirupati

Mr. D. M. Giri, CEO, ASN Fuels

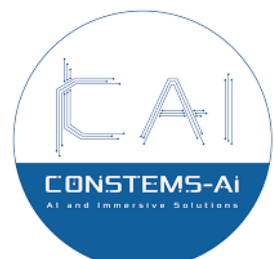
Shri. Kushal Banerjee, HPCL, Mumbai



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#startupindia

Udgam - HPCL Startups



Innoactive
Let's Solve Problems...



ECOPUS
let's integrate!



DiGas



evlogia
eco care



Sanfe



Support to Women Entrepreneurs

Onboarded startup Esmito Solutions Private Limited with Ms. Prabhjot Kaur & Ms. Akhila Vijaykumar as Founder Directors



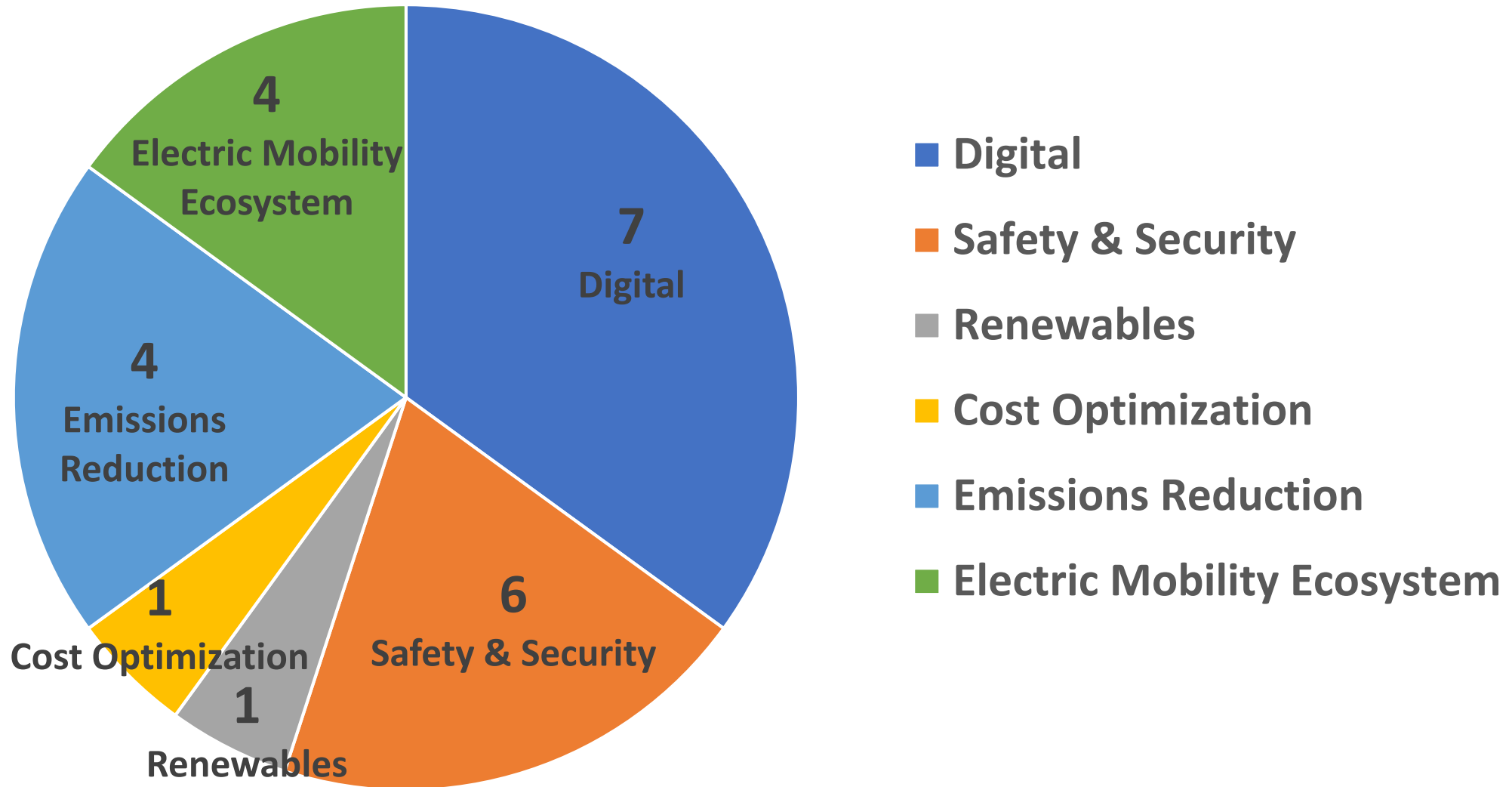
Ms. Prabhjot Kaur



Ms. Akhila Vijaykumar

Out of the 70 applications which are under the selection process currently, 11 startups have women Founder/Directors and many other startups have women in the senior leadership positions of the company.

Startups Supported - Focus Areawise



Update on Current Status – Startup Funding



Current Status of Funds

Appropriated Amount (in crores)	Amount Committed (in crores)	Amount Disbursed (in crores)	Balance Committed Amount (in crores)
25	19.71	16.6	5.29

We have received 70+ new applications from startups through Startup Portal, which includes 23 applications from new startups incubated by IITs/ IIMs and other premier institutes as of September 2021.

Revamped Startup Portal



Enhanced the overall UX
(User Experience)

Simplified the Startup
Application Process

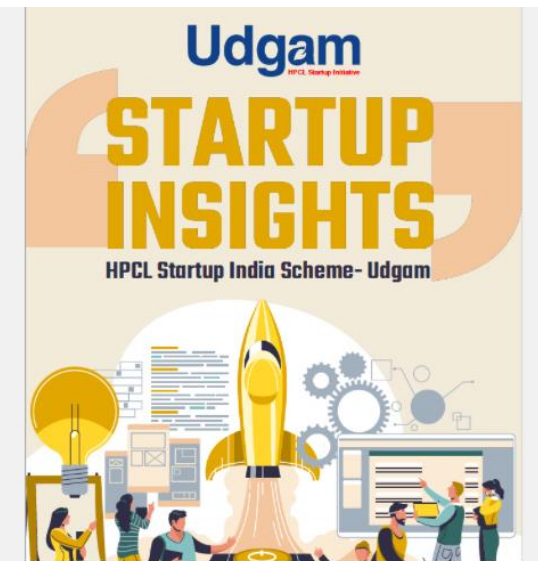
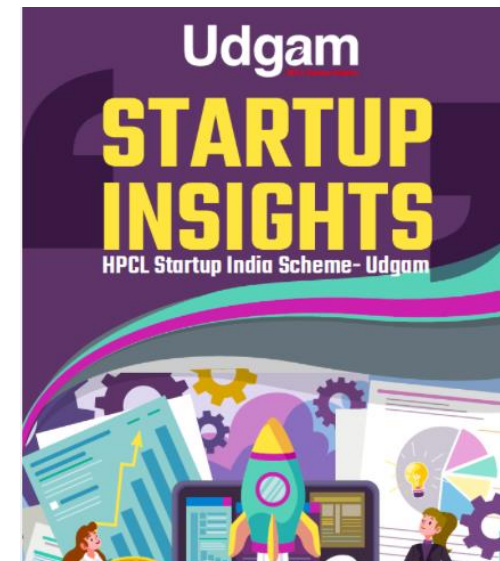
Process of internal
screening

Revamped Startup Portal <https://startup.hpcl.co.in>

Other Initiatives

Digital campaigning on social media Twitter, Facebook, Instagram and LinkedIn to connect with entrepreneurs and startups

Periodic Newsletters – Startup Insights



Startup Activities



- Doing exceptional work in pipeline security and breach detection
- One of the few startups working on pipeline security solutions at national and international level



- Leading startup in AR/VR Solutions
- Aggressively expanding business to foreign customers globally
- Raising fresh funding from ONGC ~ INR 4 CR



- A reputed name in the EV ecosystem in India
- Launched innovative products such as ChargeGrid – Street Lamp Integrated Chargers



- Leading startup in IoT and AI/ML technologies
- Grabbed work orders from HPCL, Aditya Birla Group, Arvind Mills etc.



- The only startup offering the full range of female hygiene products
- Offerings available at both offline and online marketplaces



- Startup works in Computer Vision and advanced analytics
- Raising fresh funding from ONGC

Testimonials from Startups (1)

“

The association with HPCL has been a tremendous experience for Simulanis. The credibility which comes along after being backed by HPCL, coupled with the technical industry knowledge we have gained, has allowed us to mark our entry and scale effectively in the sector.

It has been a great learning experience for the Simulanis team. By being able to visit their plants, refineries, terminals and interacting with their highly experienced teams, we able to gain invaluable insights about the industry and where AR-VR-MR / XR technologies can fit in to enhance the workforce efficiency. These practical insights have given us a competitive edge and allowed us to pitch our solutions according the industry challenges.

”



*Raman Talwar, Founder & CEO,
Simulanis Solutions Private Limited*

Testimonials by Startups (2)

“

Magenta was seed funded by HPCL in 2018 under the start-up program. As a company we are indebted to HPCL for backing us when we needed them most. HPCL's constant support is not limited to finance alone. We have received pilots, projects and guidance through this period. HPCL also allowed us to showcase our products and services at national forums. Our Research and Development facility was also inaugurated by the HPCL in 2019.

For Magenta, our association with HPCL has been a key reason for our success and growth.

”



*Maxson Lewis, Founder & CEO,
Magenta EV Solutions*

Testimonials by Startups (3)

“

We, Constems-AI Systems, one of the few early start-ups, got the opportunity to be part of HPCL start-up program in 2018. Being part of HPCL start-up program not only gave us necessary seed fund to build the product but also the business engagement opportunities to validate our Computer Vision based AI products across various HPCL Business Units. We would like to thank HPCL team to join us in this entrepreneurial journey of ours.

”

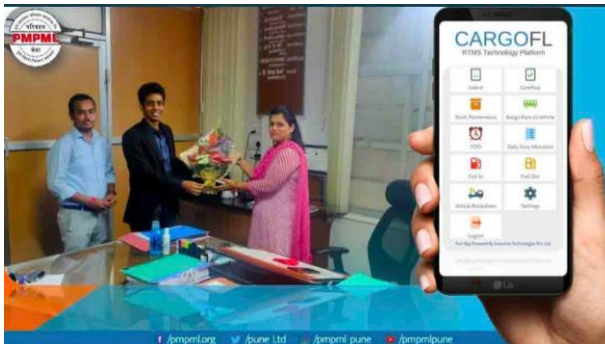


*Amit Shrivastava, Co-Founder & CTO,
Constems AI Systems*

Startup Accomplishments

Magenta EV Solutions - Selected in Microsoft EmergeX Program - Highway to 100 Unicorns, Fresh rounds of funding, Launches new product with HPCL Support

Innoctive Technologies (CargoFL) - Microsoft's Most Valuable Professional Award for the fifth consecutive year in 2020, Presented to Agnii - 2021



Unesar Pvt Ltd : Selected for presenting their Solar Stove for grid load reduction solution at the International Solar Alliance – 2020

Tranzmeo Pvt Ltd : Recognized as one of the top50 Innovative Startups in India by India Innovates 2.0, Signs MoU with NIT Calicut for technology and skill development - 2021



Startup Accomplishments

Simulanis case study published in Fire & Safety
Journal 2021



Evlogia Eco Care : Won “Bigleap 2020” contest



Clairviz enters co-selling partnership with
Microsoft



RosefieldB2B seminars on E - Mobility - 2021



HPCL DigiConn – Platform for Digital Startups

Digital Startups

- Aadyam
- Tranzmeo
- Clairviz
- CargoFL
- Simulanis

Participated in
DigiConn – HPCL
Annual Digital Event



‘Governance Now’ Award to HPCL

HPCL Awarded the prestigious ‘Governance Now’ PSU Award 2021, for
‘Investment in Startups’ Category





Thank you