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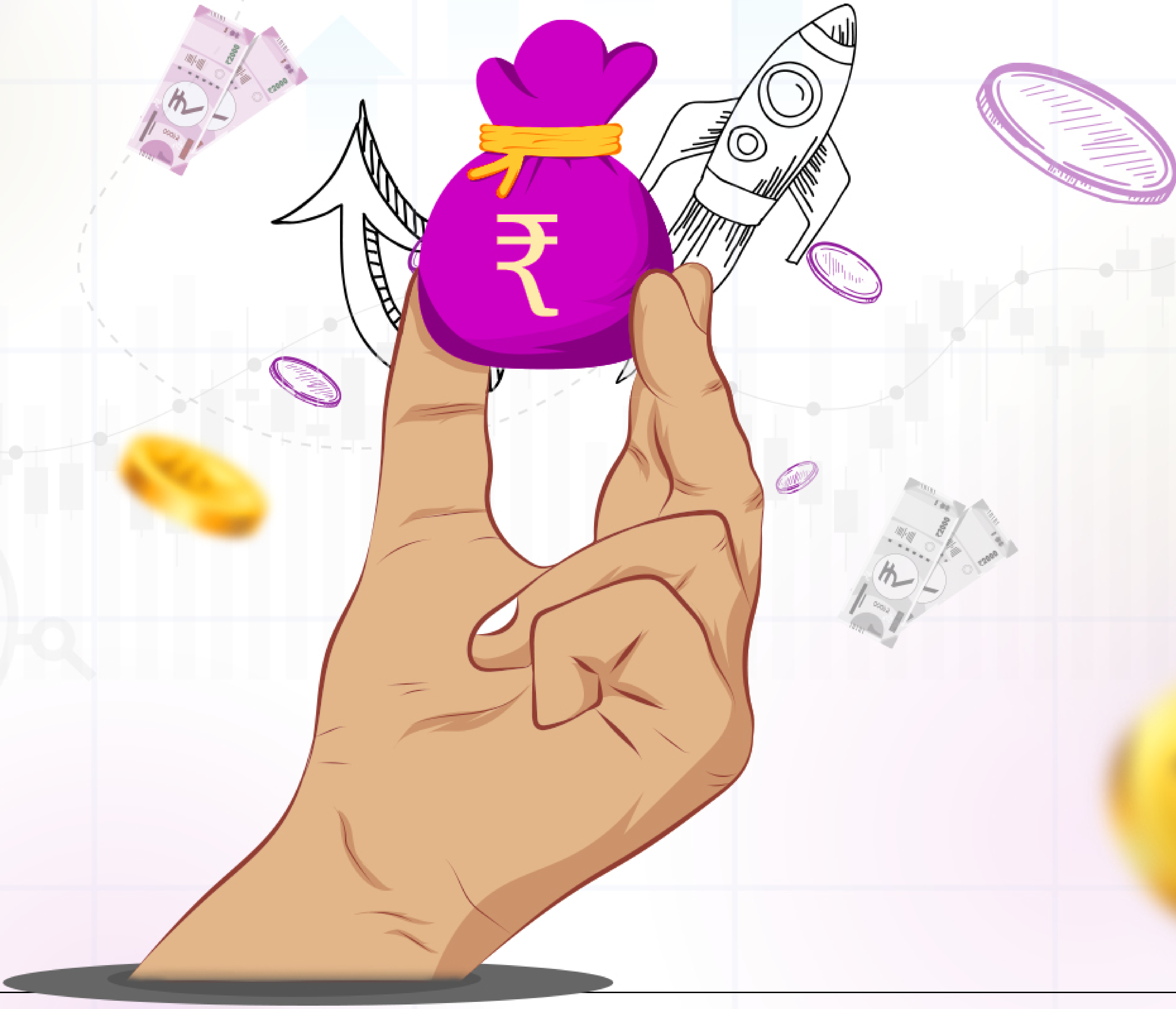
Startup Funding LANDSCAPE for the first half of 2024



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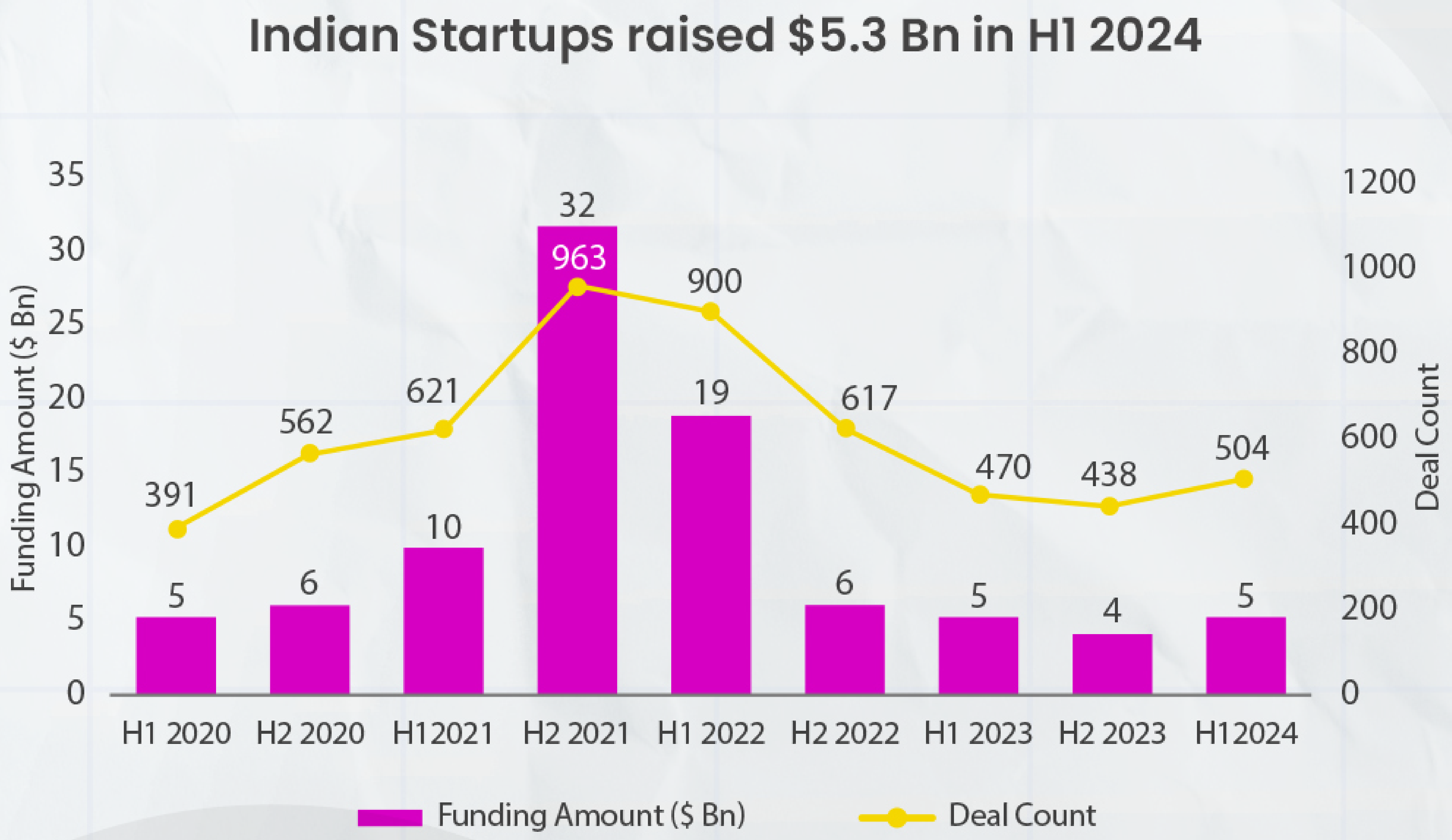
In H1 2024, *Indian startups* collectively secured investments totaling **$5.3 billion.**



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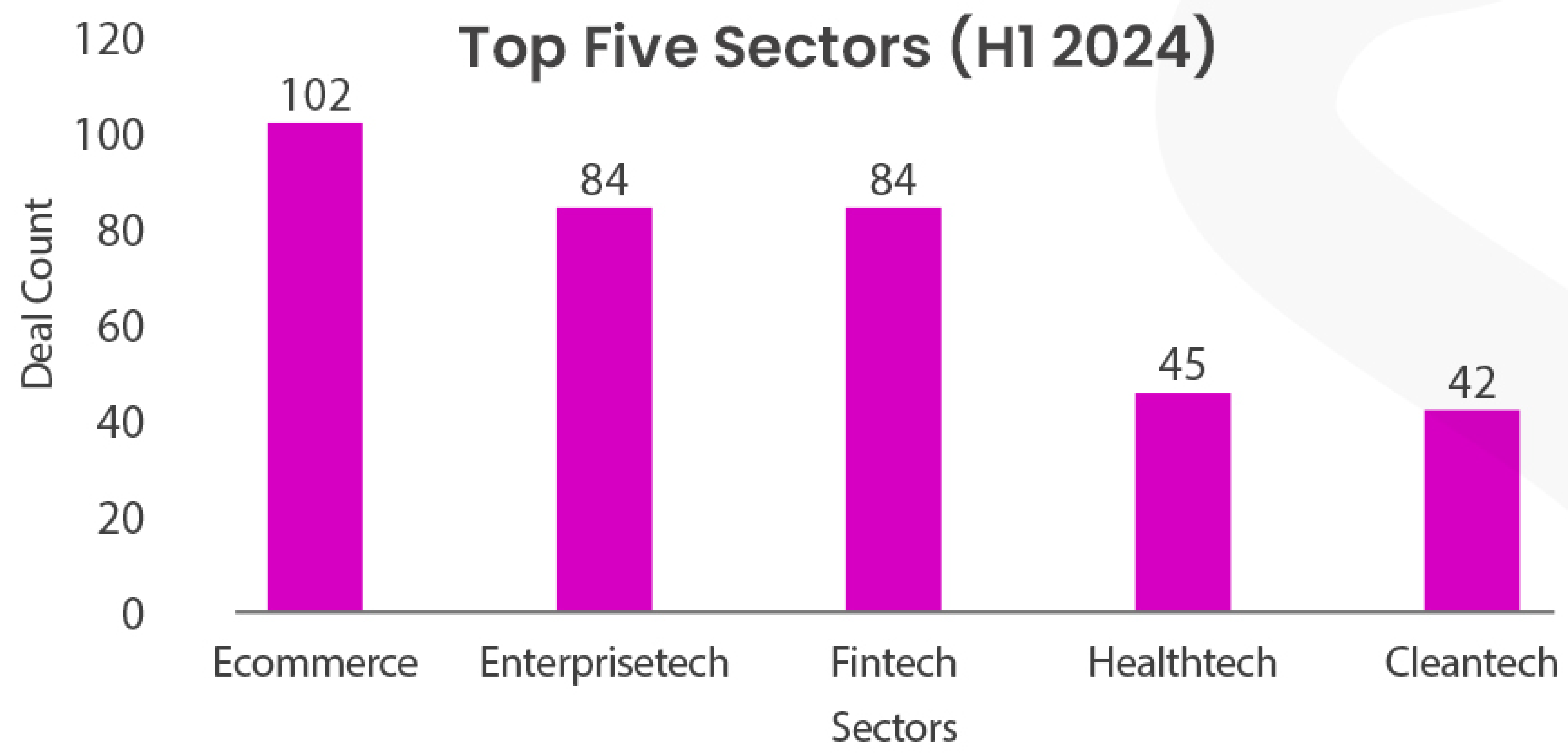
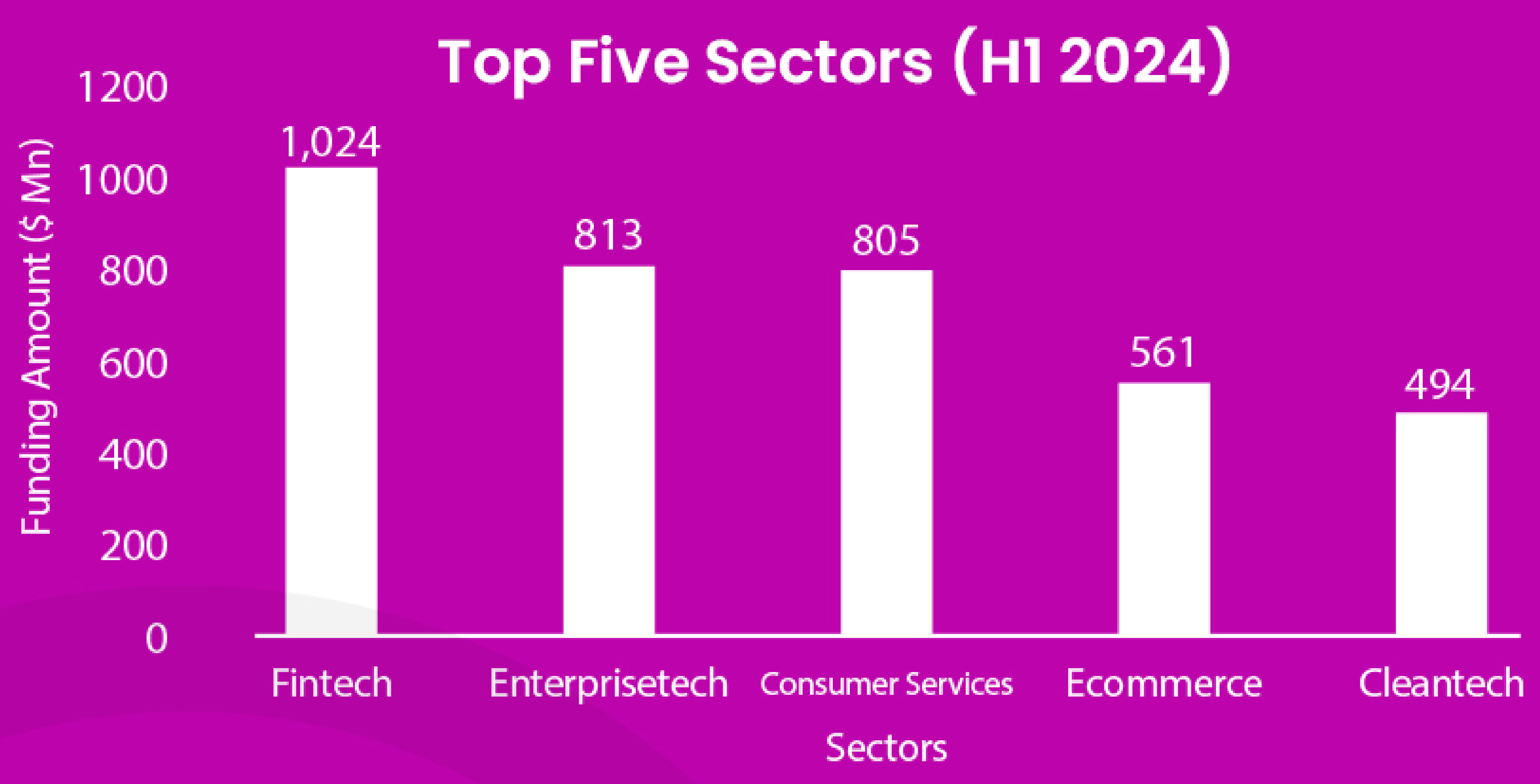
Startups Secured FUNDING H1 2024

STARTUPS	FUNDING AMOUNT	FUNDING STAGE	VALUATION
zepto	₹5,559 Cr	Series E	$1.4 Bn
Flipkart	₹2,870 Cr	Series J	$37 Bn
lenskart	₹1,633 Cr	Secondary Transaction	$4.5 Bn
meesho	₹2,499 Cr	Series F	$3.9 B
purplle.com	₹1,000 Cr	Mix of Primary & Secondar	$1.25 Bn
TWO BROTHERS ORGANIC FARMS	₹580 Cr	Series A	$36.9 Mn
RARE RABBIT	₹150 Cr	Primary Capital Funding	$283 Mn
BIRA 91	₹207 Cr	Series D	$625 Mn
wealthy	₹45 Cr	Series A	$33 Mn
Libas	₹150 Cr	Venture Round	$5.61 Mn

A breakdown of the funding by sector showed that **E-commerce and Fintech** were the top-funded sectors in H1 2024. Within these, **D2C brands** and lending tech startups received the most funding in their respective sectors.





Stage	Funding Amount ($ Mn)	Stage
Seed Stage	$589 Mn	Enterprise tech
Growth Stage	$1.7 Bn	E-commerce
Late Stage	$2.7 Bn	Fintech

- The rise of AI significantly boosted funding for Indian seed-stage startups, increasing it by 23% year-over-year (y-o-y) **to $589 million across 229 deals in H1 2024.**
- Growth-stage startups also saw increased investor interest, with funding rising by 21% YoY to **$1.7 billion across 135 deals.**
- Late-stage startups faced challenges, securing only $2.7 billion, an 18% YoY decline. Despite this, the number of deals for late-stage startups surged by 47% YoY, **reaching 72 in H1 2024.**

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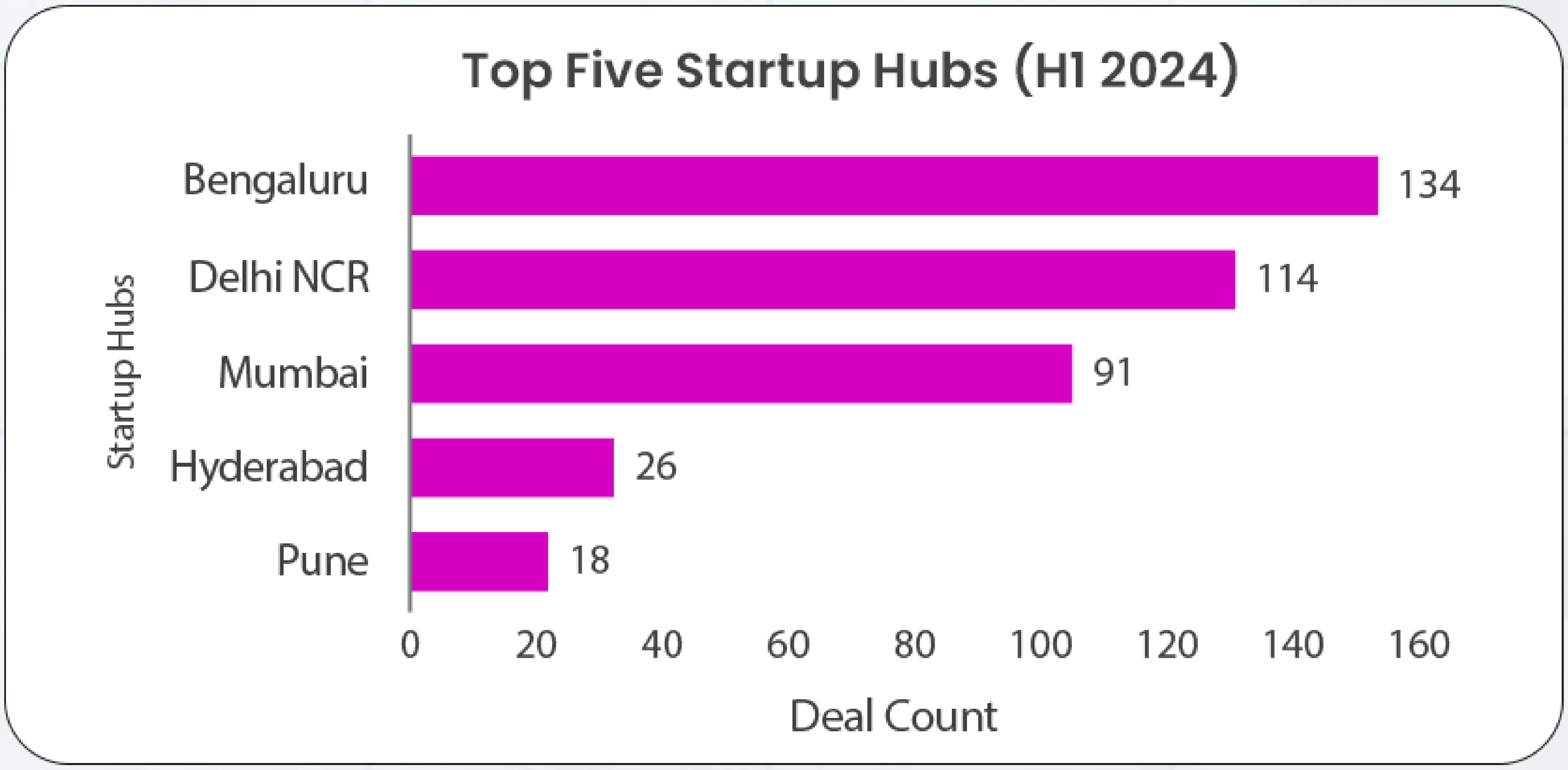
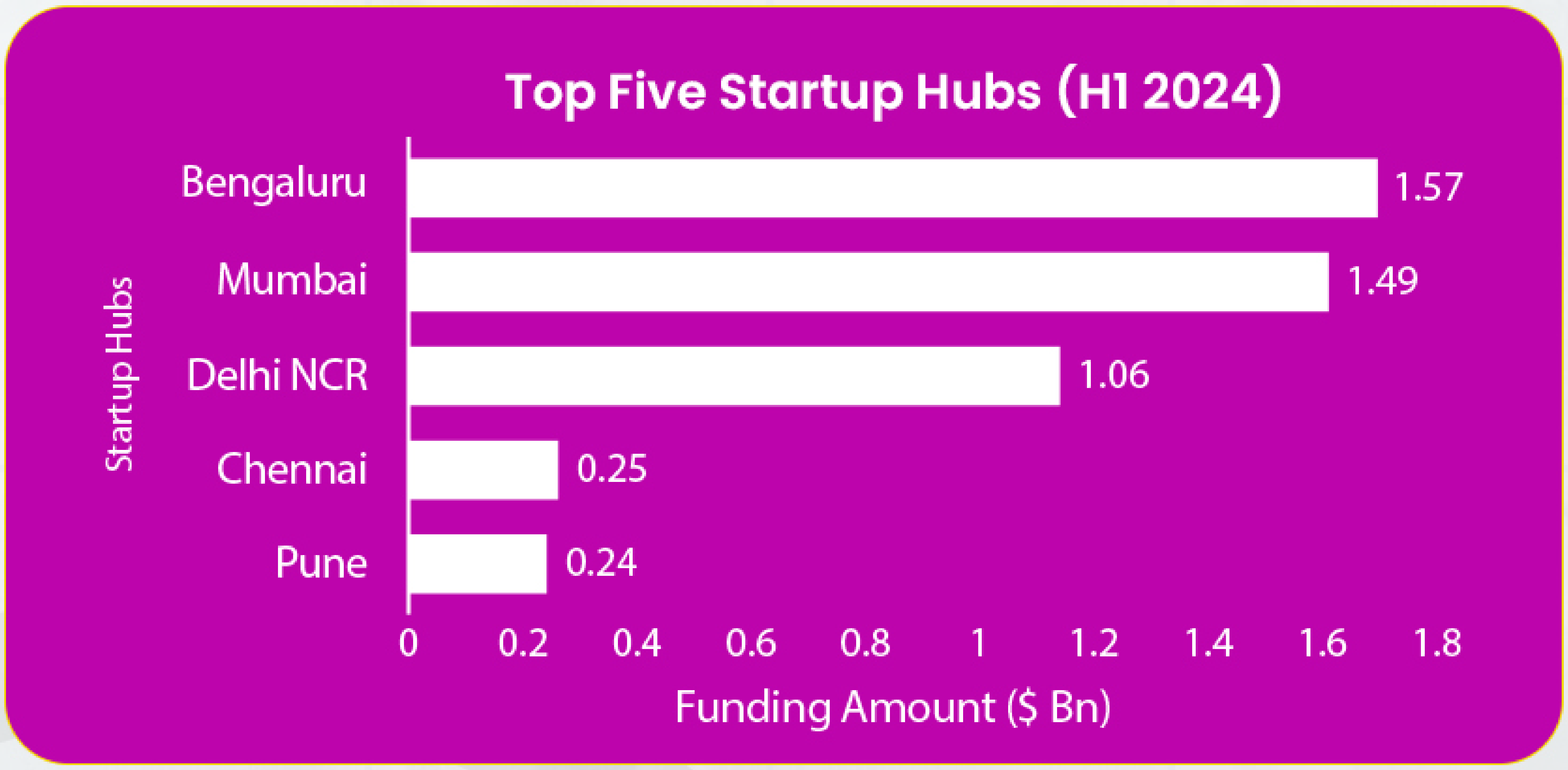
Bengaluru maintained its position as the top-funded startup hub in India during **H1 2024, securing $1.57 billion across 134 deals.**



Mumbai surpassed Delhi NCR as the leading startup hub in H1 2024, driven by Zepto's **$665 million funding round.**



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