

SHARK
TANK
INDIA 3

Episode 17

PLANIFY
Startup | PreIPO | Unicorn



STARTUP NAME



**PRODUCT: TASTY &
AFFORDABLE
ENERGY DRINK
BRAND**

Ask

**₹ 50 Lakhs
for 2% Equity**

Funds
Offered

SUCCESSFUL

Aman – 10 Lakh for 10% Equity &
40 Lakhs Debt at 3% Royalty until
₹40 Lakh is recouped.

REASON

Confidence in Founder's vision



STARTUP NAME

Quirksmith™

**PRODUCT: SILVER
JEWELRY BRAND
INSPIRED BY
POETRY**

Ask

**₹ 80 Lakhs
for 1% Equity**

Funds
Offered

UNSUCCESSFUL

REASON

Lack of Clarity in
Decision Making

Valuation Unjustifiable

STARTUP NAME

**urban
space**

**PRODUCT: PRODUCER
OF HOME FURNISHING
PRODUCTS**

Ask

**₹ 1.8 Cr.
for 1% Equity**

Funds
Offered

UNSUCCESSFUL

REASON

Lack of Exit
Strategy

Might face Scalability
issues in Online Business

Valuation
Unjustifiable



SEASON 3

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