

Instamojo is a growth gateway platform for Micro, Medium & Small Enterprises (MSME's) that enables these entrepreneurs to build, manage and grow their business online. Instamojo is a trusted partner for over 5, 00,000 MSMEs in the country and has provided a significant push to the sector in the past 6 years. The growth gateway platform is a one-stop shop for small business owners to diversify their business by leveraging on technology, data and design.

Instamojo has acquired nearly 10% of the digitally active MSMEs and powers 1 out of 100 of these businesses, to control 30% of the annual turnover through its flagship link-payments and online store products. In addition to link-based payments, Instamojo also helps these businesses in setting up their own online stores which provides a platform for customers to select the products on display. The company also offers e-commerce enabling services like cataloguing, compliance & promotions via third-party providers.

Founded in 2012 by Sampad Swain, Akash Gehani and Aditya Sengupta, Instamojo initially raised Pre-Series B funding from AnyPay-a Japanese payments firm. In November 2014, the company raised USD 2.6 million in Series A funding from Kalaari Capital, Blume Ventures, 500Startups and others. Prior to this, it had raised approximately USD 500,000 from 500 Startups, Blume Ventures and angel investors Rajan Anandan, Sunil Kalra, Dave McClure, Rob de Heus, Thijs Gitmans among others. In 2012, Instamojo was one of the first startups from India to join the prestigious 500 Startups Silicon Valley Accelerator Program. It has also been featured as one of the hottest start-ups by The Economic Times in 2015.

Instamojo constantly works towards creating significant innovation in digital commerce, which is universally accessible to create newer opportunities & sustainable livelihoods for SMEs. With a focus on the philosophy that every business idea deserves to be on the Internet to grow, but very few can, the company's efforts are directed towards a vision to democratize commerce and be the 360° digital-enabling partner for SMEs of all shapes & sizes.

Instamojo at a glance:

- * Caters to 5,00,000+ MSMEs
- * Acquired 10% of the digitally-active SMEs in India and controls 30% of their annual turnover. It aims to extend its wallet share to 70% by 2019.
- * The company aims to increase its target merchant base by 400% and target 1 Million small and medium businesses by 2018
- * Turned EBITDA positive in July 2017 and has witnessed a 10-15% month-on-month growth
- * With demonetization, Instamojo added 3000 SMEs daily to the platform, which was 15x higher than daily average
- * Digital Transactions performed on Instamojo's platform have grown by over 178% in the last year alone