



**ATAL  
INCUBATION  
CENTRE**

NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION



# **SURGE -4.0**



## SUI DHAGA

**Founder:** Akash Patro

**Women Led:** No

**Sector:** Health & Lifestyle

**Current Stage:** Early Revenue

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** Designer Clothes



**About Us:** Sui-Dhaga endeavors to democratize fashion by offering a streamlined platform for fashion aficionados to rent premium designer wear, nurturing a sustainable fashion environment. Sui-Dhaga empowers designers by providing access to retail markets, expanding the reach of their creations beyond exclusive clienteles to a wider consumer audience.



**Problem:** Sui-Dhaga addresses the challenges designers face: exorbitant prices, limited wear, lack of expert feedback, and scarce opportunities for showcasing work. There's a struggle to gauge public opinion and sell to the general populace, compounded by budget constraints and logistical hurdles in renting.



**Solution:** Sui-Dhaga offers designer clothing rentals at attractive prices with seamless ordering. Sui-Dhaga connects customers to fashion influencers for guidance, expanding designers' reach to a larger audience. Their platform facilitates experimentation with a diverse range of designs and provides a dedicated SaaS solution for order and inventory tracking. With a wide selection and affordable rentals, ensures an easy and streamlined process, including logistical insurance, making high-end fashion more accessible than ever.

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FYDO

**Founder:** Satyajeet Patnayak

**Women Led:** No

**Sector:** Retail Tech

**Current Stage:** Early Revenue

**Fund Raised:** SISFS

**IPs Filed:** 1

**Revenue:** ₹ 24.8 L (Jan'24 - Mar'24)

**Product:** Customer & Merchants App



**About Us:** Fydo, a B2B retail tech startup, redefines customer relationships in Indian retail. Its tailored loyalty program converts one-time buyers into loyal patrons, fostering sustained engagement and growth for traditional shops. By facilitating reward sharing and offering a comprehensive platform for deals, offers, and events, Fydo ensures ongoing success for businesses. Seamlessly connecting customers with nearby shops, Fydo is the go-to destination for accessing all retail-related information in their city.



**Problem:** Traditional shopkeepers lack effective customer attraction and retention strategies, unlike big brands. They struggle to inform customers about offers and discounts and lack loyalty programs. Customers lack access to digital platforms for information on sales and deals from small shops and malls. Additionally, there are no loyalty points offered for purchases at small and medium-level businesses in India.



**Solution:** Fydo empowers shops and brands with a digital platform to share deals and discounts locally. It also offers loyalty and rewards programs for customer retention. For customers, Fydo provides comprehensive information on deals, discounts, and sales across all local shops and malls. Moreover, users can now earn loyalty points for shopping at traditional shops, a privilege previously reserved for bigger brands.

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## COCO BOARDS

**Founder:** Shrabani Dash

**Women Led:** No

**Sector:** Agriculture & Allied

**Current Stage:** Prototype

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** Coco Composite & Leather



**About Us:** Coco Composite Materials offers eco-friendly alternatives to plywood, tackling deforestation and coconut waste issues. Their lightweight, durable materials cut pollution by 90%, tapping into India's coconut surplus for cost-effective solutions. Using coconut shells and husks, they produce versatile construction materials for furniture and interior panels, boasting superior moisture resistance and sustainability over plywood.



**Problem:** E-waste is rapidly escalating globally, reaching approximately 53.6 million tons annually, yet inadequate recycling occurs. Plywood manufacturing involves tree cutting and harmful chemicals like formaldehyde-based glues. The steel industry generates environmental harm through fly ash, acid sludge, and steel scrap. Yearly tree felling for daily necessities exacerbates threats like the greenhouse effect, soil erosion, and climate change. Acknowledging these consequences is imperative.



**Solution:** Our electrical product slashes E-waste by 75%. Coco composite materials, a sturdy plywood alternative, cut pollution by 90% while remaining cost-effective. Our coco utility products combat deforestation, a critical global issue, and significantly reduce the world's carbon footprint.

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## PLANETRONICS

**Founder:** B. Jagadish

**Women Led:** No

**Sector:** IoT for Safety

**Current Stage:** PoC

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** Safety Mitigation Products



**About Us:** PLANETRONICS leads industrial safety with advanced technology, integrating non-invasive alcohol screening, health monitoring, and AI-driven accident detection in wearable devices. Real-time analytics and predictive alerts ensure fail-safe operations in sectors like railways, construction, mining, and logistics. Teaming up with Microsoft for Startups, we prioritize leveraging technology to prevent disasters and boost workplace safety for efficient industrial environments.



**Problem:** Existing manual alcohol breath analyzers suffer from inconsistent screening, risking safety breaches. They lack efficient, non-invasive solutions, omitting built-in blood pressure and thermal detection. Real-time data availability is absent, along with multiple mounting options. There's a need for a reliable product that seamlessly integrates with platforms, providing authenticated data for safety audits.



**Solution:** Implement real-time monitoring and alerts via advanced data capture methods. Achieve non-intrusive operation, allowing sample provision from 5 cm away without a blowpipe. Monitor heart rate, oxygen levels, blood pressure, and thermal readings. Stand out with Aadhaar authentication and seamless software integration capabilities. Offer versatile mounting options and readiness for proof of concept (PoC).

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## NUDE

**Founder:** Punyasloka Panda

**Women Led:** No

**Sector:** IT & IoT

**Current Stage:** Early Revenue

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** Clothing Products



**About Us:** NUDE revolutionizes clothing manufacturing through a decentralized model, involving freelance designers and engaging loyal customers. It streamlines processes, ensures transparency, and fosters collaboration among brands. Prioritizing sustainability and customer input, it compresses timelines and emphasizes nature's processes.



**Problem:** Designers receive fixed salaries despite a lack of customer input in clothing design, leading to poor market readability pre-production. Rejected designs result from limited parameters, human error, and inadequate feedback, exacerbated by a small sample size for comparison. To compensate for high fixed costs and potential losses from unpopular garments, labor costs are significantly reduced.



**Solution:** A decentralized platform revolutionizing clothing manufacturing by engaging freelance designers, loyal customers, fashion enthusiasts, and art lovers. Streamlined processes prioritize natural timelines, ensuring transparency at every stage. Open forums encourage collaboration among brands, fostering a culture of cooperation over competition.

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## BUGBEAR TECHNOLOGIES

**Founder:** Sourav R Das

**Women Led:** No

**Sector:** IT & IoT

**Current Stage:** Prototype

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** Cybersecurity Services



**About Us:** Bugbear strengthens Bharat's digital realms with bespoke cybersecurity services including DevSecOps, SOCaaS, EDR/XDR, and specialized solutions like VA/VM and VAPT. With cutting-edge tools, our agile team tailors security strategies to your business goals. Beyond service provision, we're your cybersecurity allies, guaranteeing robust defenses for smooth business operations and reassurance.



**Problem:** AI-driven cybersecurity solutions lack integration with physical security frameworks, necessitating a consolidated dashboard system. Financial uncertainties and cost overruns, including unexpected expenses, highlight the need for a structured financial framework.



**Solution:** Offering security services at one-third of the current market price with no additional charges for licensing, resources, or extra work hours. Choose from a range of security services like DevSecOps, EDR/XDR, SIEM, VM, DLP, and Web Proxy under a fixed budget subscription. Pioneering in the Indian market with vast potential, our innovative Omniboard displays the organization's entire security posture.

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## LAWRN RENITE PVT LTD

**Founder:** Aditya Sankar Mohapatra

**Women Led:** No

**Sector:** IT and Social Media

**Current Stage:** Prototype

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** Legal Service Tech



**About Us:** Lawrn simplifies law, making it accessible for everyone. It bridges the gap between professionals and the public, empowering users to navigate legal matters confidently. Covering diverse topics from personal injury to business regulations, Lawrn offers simplified explanations, case studies, and resources. We believe knowledge is power and are dedicated to empowering individuals to protect their rights with easy-to-understand legal information.



**Problem:** The legal community faces challenges due to the absence of a specialized social media platform, leading to disjointed connections and networking hurdles. There's a crucial need for a platform facilitating enhanced collaboration, knowledge sharing, and efficient case management among legal professionals. Currently, cumbersome manual paperwork for case management consumes substantial time and effort.



**Solution:** Our platform enhances the legal industry by facilitating knowledge sharing through forums, curated content, and resource libraries. It simplifies case management with digital tools, such as document management and deadline reminders, saving time and effort. Additionally, we offer a dedicated social media platform for legal professionals to connect and build networks. Collaboration tools enable seamless communication and teamwork, allowing lawyers to share insights and advice. Overall, our platform promotes professional growth, efficiency, and collaboration within the legal community.

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## RACLOOMS PRIVATE LIMITED

**Founder:** Rachana Giri

**Women Led:** Yes

**Sector:** Apparel and Fashion

**Current Stage:** PoC

**Fund Raised:** No

**IPs Filed:** No

**Revenue:** Nil

**Product:** E-Waste Clothing Material



**About Us:** RaCrooms tackles fashion's environmental toll by embracing sustainable manufacturing. We prioritize quality over fast fashion, offering durable garments to counter today's throwaway culture. Adapting to evolving trends and consumer preferences, we stay ahead through innovative design and agile production, ensuring continued relevance in the dynamic market.



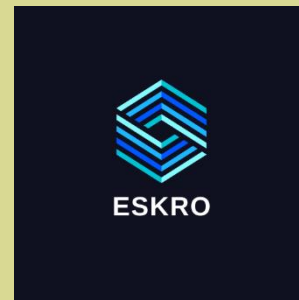
**Problem:** The fashion industry's heavy reliance on new materials leads to environmental degradation, notably through garment landfills that pollute and decompose over centuries. Excessive production and disposal waste valuable resources like water and energy, worsening environmental impacts. Despite the urgent need for sustainable alternatives, consumers struggle to find eco-friendly and durable apparel due to limited options, highlighting the industry's lack of sustainability.



**Solution:** RaCrooms champions environmental stewardship by crafting garments solely from recycled fabrics, slashing waste and resource use in fashion. Employing eco-conscious production methods, we curtail environmental harm, advancing sustainable garment manufacturing. With a focus on consumer education, we strive to ignite eco-awareness, empowering individuals to embrace environmentally friendly choices, nurturing a collective ethos of planetary responsibility.

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**ESKRO**

**Founder: Shaik Nadeem Bari**

**Women Led: No**

**Sector: Fintech**

**Current Stage: PoC**

**Fund Raised: No**

**IPs Filed: No**

**Revenue: Nil**

**Product: Payment Management Service**



**About Us:** ESKRO streamlines payment collections and subscriptions with automated NACH technology. It offers businesses and consumers a seamless experience through swift and secure transaction management. The platform's online dashboard enables efficient tracking and management, making recurring payments such as rent and utility bills hassle-free.



**Problem:** Managing recurring payments poses significant challenges for businesses due to complexities like pricing changes, supporting multiple payment methods, and handling upgrade/downgrade requests. Traditional collection methods are time-consuming, involving reminders, follow-up calls, and even physical collection. Manual updates to accounts further burden resources, hindering business growth. Industries with similar payment models face these obstacles, necessitating streamlined solutions for efficient revenue management.



**Solution:** ESKRO optimizes operations with NACH technology for automated payment collection and offers a robust online dashboard. Businesses streamline recurring payments while customers automate bills like electricity, rent, and subscriptions. Integration with distributor APIs facilitates quick bill generation, solving payment challenges for DISCOMs. Businesses and consumers benefit from swift, automated transactions for various services like education, finance, and entertainment. ESKRO simplifies payment processes, enhancing convenience for all users.

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## INNOVUS HUB PVT LTD

**Founder:** Sri Kumar Satapathy

**Women Led:** Yes

**Sector:** Mechatronics

**Current Stage:** Early Revenue

**Fund Raised:** No

**IPs Filed:** 1

**Revenue:** ₹ 5.1 L (FY 2023 - 24)

**Product:** Automation Pump Controller



**About Us:** Innovus, an innovation hub, drives eco-friendly gadget development by a team of inventors, engineers, and designers, prioritizing time, money, and environment conservation. Focused on Indian-made solutions, their flagship product SWESS saves 500,000 liters of water daily, with ongoing innovations empowering young inventors.



**Problem:** Property owners desire to automate water pumps, yet face challenges due to the absence of innovative, maintenance-free, and secure solutions. Existing Chinese sensor models do not meet Indian conditions, lacking dedicated service and posing difficulties in self-installation due to complex wiring. The absence of an organized brand offering comprehensive water pump automation and management systems exacerbates the issue, leaving a significant gap in the market.



**Solution:** We've innovated a universal device tailored for the Indian market, revolutionizing water pump automation. Our solution optimizes water and electricity usage across all pump types, sizes, and phases. Unlike existing products, our device seamlessly adapts to various specifications, conserving resources efficiently.

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