

THE MINT METRIC

by Bibek Debroy

*Blame that addiction
On an ancient affliction.
The H1K2 virus
Has been desirous
Of inflicting this sad dereliction.*

MY FIRST BUSINESS

A weekly series in which we scan the inspiration and challenges of a first-time entrepreneur

How did it come about?

As a child, I wanted to become a pilot but due to lack of guidance, I missed out on that. I felt that while there were multiple portals for entertainment, fashion, grocery, financial products etc., there was no platform available for education. Thus, Brainybatch.com was conceptualized to help parents and students not only search for courses and educational institutions but also with the admission process and education loans. We also help institutions with our business infrastructure loans and admissions management software.



THIS WEEK: **ROHIT DHAR**

COMPANY
Brainybatch

FOUNDED
July 2013

SECTOR
EdTech

time in 2017 because funds had started to dry up. I have invested around ₹2 crore since the inception. We are, however, now in the process of raising funds, considering we have a product-market fit, traction, and revenue.

Headwinds

The key challenge for us is to deal with the long cycle of onboarding of educational institutions. While they understand the benefits of being associated with the platform, they need personal attention to get their queries addressed. Having a dedicated B2B team for institutions and the Digital India push of the government has definitely helped us get over 7,000

Seeding the venture

It is fully bootstrapped. In fact, after incorporating the company in 2013, I worked with Flipkart for almost four years before joining the business full-

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Compiled by Malvika Joshi

FUND SPEAK

\$247 million

is the value of the online education market in India, according to a recent report by KPMG India and Google. The market is estimated to witness 8x growth over the next 5 years to reach the \$1.96 billion mark in 2021. This growth will be backed by a phenomenal rise in the paid user base for online education in India, which is expected to grow from the current base of 1.57 million users to 9.5 million users in 2021 at a compound annual growth rate of 44%.



STOCK RECCOS

BUY ICICI BANK

CURRENT PRICE ₹306.60

TARGET PRICE
₹360

Sandeep Bakhshi's appointment as MD and CEO puts to rest leadership concerns. The focus now shifts to asset growth and resolution of NPAs. The capital position remains healthy and subsidiaries remain profitable.

CENTRUM BROKING

BUY BLUE STAR

CURRENT PRICE ₹573.40

TARGET PRICE
₹867

A favourable outlook for the AC industry augurs well for the cooling products business. The EMPPAC division's profitability is expected to improve once the operating environment turns around.

ANGEL BROKING

BUY MARUTI SUZUKI

CURRENT PRICE ₹6,893

TARGET PRICE
₹10,820

After GST, the company is expected to see higher volumes along with improving product mix. The Gujarat plant will also enable higher operating leverage which will be margin accretive.

ANGEL BROKING

QUICK BYTE

A FEMALE 007? NEVER, SAYS BOND PRODUCER

James Bond producer Barbara Broccoli has shot down the possibility of a female 007. The executive producer said that instead of switching the gender of iconic characters, more such parts should be written for women. "Bond is male. He's a male character. He was written as a male and I think he'll probably stay as a male," Broccoli told *The Guardian*. "And that's fine. We don't have to turn male characters into women. Let's just create more female characters and make the story fit those female characters," she added. Earlier this year, actor Rosamund Pike, who featured in the 2002 Bond film *Die Another Day*, had offered a similar opinion about the British spy. PTI



PEANUTS by Charles M. Schulz

