



## **13. OUTSTANDING START-UP**

**(Sponsor: MUNJAL AUTO INDUSTRIES LTD.)**

### **Start-Up:**

- An entity shall cease to be a Startup on completion of seven years from the date of its incorporation/ registration or if its turnover for any previous year exceeds Rupees 25 crore.
- In respect of Start-ups in the biotechnology sector, an entity shall cease to be a Startup on completion of ten years from the date of its incorporation / registration or if its turnover for any previous year exceeds Rs. 25 crore.

### **Other Criteria:**

1. Business Plan: Idea and start up process, giving evidence of well researched business plan and forecasts for business performance.
  - a. Three-year horizon visibility on sales, revenues, setup, channels, resources – human, infra, finance, admin etc., costs of operations, profit, cash flow needs
2. Delivering on and exceeding on, business plan (may submit evidence of forward order book)
3. Clearly defined vision for developing and growing the business in terms of both turnover and employment.
4. Have a strong focus on the needs of the customer through effective marketing strategies and attention to customer feedback.
5. Have suitable financial controls in place to monitor progress and control cash flow.

### **Information to be provided by the Applicant:**

Submit documents to support the criteria of Outstanding Start-Up.