

Atharva Institute of Management Studies

Activity / Event report

Name of event	: IEIC EPISODE 3
Date(s) of conduction	: 9 October 2021
Class / Sem	: MMS/PGDM Batch 2020-2022
No. of students participated	: 50
Faculty coordinator	: Prof. Gaanyesh Kulkarni Dr. Shubhi Lall Agrawal
Student coordinator/ committee	: Sneha Kamalpuria Shivang Sharma
Resource person	: Mr. Bhaskar Dewal Mr. Vikas Kulkarni
Organization	: KulDew
Designation	: Co-founders
Email ID	: bhaskar@kuldew.com vikas@kuldew.com

DESCRIPTION

Objectives:

- To know about the journey of inspiring entrepreneurs and motivating the students to become entrepreneurs.

Key Takeaways:

- Introduction to the session.
- Introduction to the speaker.
- Overview of the speaker's journey.
- How the idea of Kuldew came into existence.
- About the company.
- They faced rejection at first but they worked on the plan again and again till it got successful.
- Identifying the value of the product is very important.
- Find out the value of the product with respect to the user.
- Biggest challenge was that they had to banned it pan India.
- How the price gets decided (Depends upon Competitor).
- Business is a step-by-step process.
- If you have your customers, you will get everything else easily.
- Business takes time, it doesn't work overnight.
- Success story of other companies and entrepreneur help a lot.
- Overview on start-up.
- What does a start-up need?
- Traditional business v/s start-up.
- Challenges faced by cab owners.

FLYER OF THE EVENT



**ATHARVA INSTITUTE OF
MANAGEMENT STUDIES**
(Affiliated to Mumbai University)

**ATHARVA SCHOOL
OF BUSINESS**
(Approved by AICTE)



INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)

KulDew

Car Rental...Refined

Co-Founders

Mr. Bhaskar Dewal & Mr. Vikas Kulkarni

To empower each and every stake holder to join the main stream Travel business connecting the world ! "Digitize Industry!"



"KulDew - India's first Car rental Cloud designed to empower each and every Cab owner, Travel agent & Customer to maximize Profits".

KulDew addresses 90% of offline cab rental market where no players exists. Balance 10% online market also addressed through GaadiBooking.com which is again India's 1st car rental marketplace.

We are "Growth Partner" for Cab Rental Ecosystem, Not a Car Rental Aggregator

We are currently Incubated @ IIM-B (Mobility Cohort sponsored by Maruti) – Chosen from 500 startups across India. Currently we are in top 5 final list.

Silicon India chosen KulDew as top 10 promising Car rental startup. We are also Govt registered Startup by DIPP Startup India.

we are live :

Cab Owner App | Driver App | GaadiBooking user App | Website

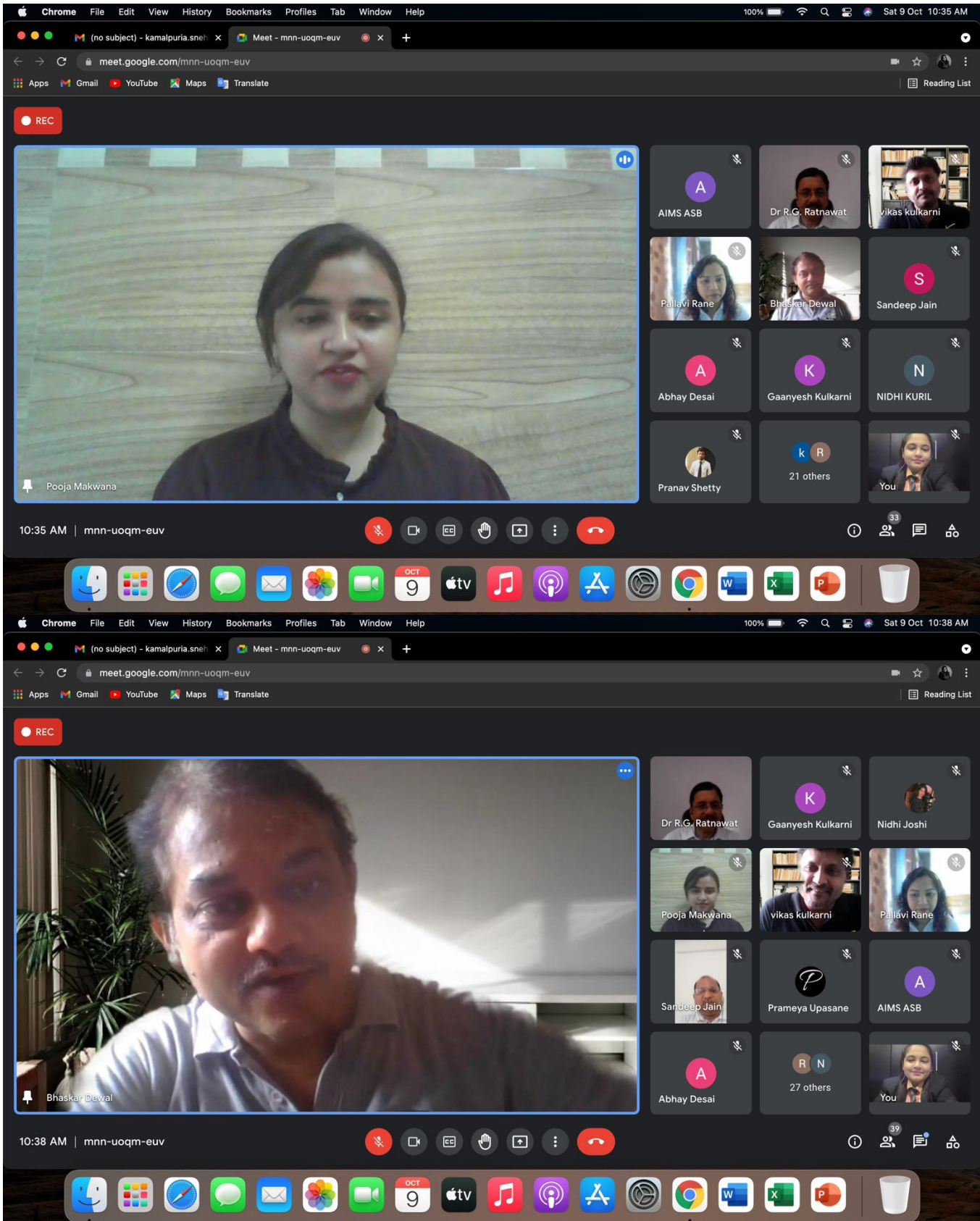
OCT 9th, 2021 | SATURDAY | 10:30 AM - 12:00 PM

in association with
OUR ENTREPRENEURSHIP MENTORS



Flyer Designed by: Piyush Chaudhary (MMS)

GLIMPSES



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REC

10:38 AM | mnn-uoqm-euv

System tray icons: Safari, App Store, Messages, Mail, Photos, Calendar (OCT 9), Apple TV, Music, Podcasts, App Store, Chrome, Word, Excel, PowerPoint, Trash.

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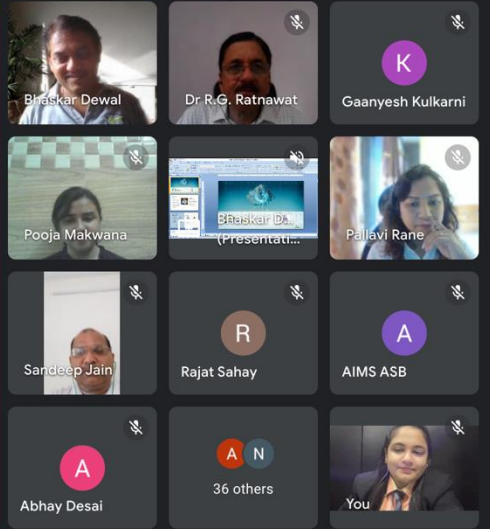
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REC Bhaskar Dewal is presenting

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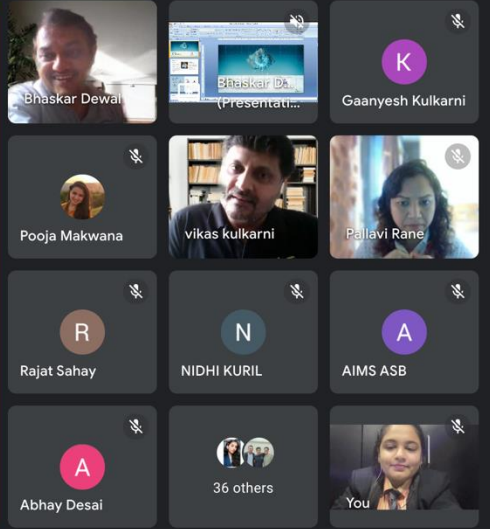
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REC Bhaskar Dewal is presenting



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REC Bhaskar Dewal is presenting

The presentation slide shows a timeline of business milestones:

- 2016:** Product Design, Business Model Research, Concept, Research, Design
- 2019:** Product development, Multiple live tests, Partner & Driver App, Subscription (B2B), Multiple Drivers (B2C), POC/Testing
- 2020/21:** Live, Ready to take bigger leap, 100 Website subscribers, 5000+ Cabs Registered, 40 Cities coverage, 15000+ B2C User

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REC Bhaskar Dewal is presenting

The slide content is as follows:

World of startup

Traditional business Vs Start-up

- Solving problem with a most easy to use solution
- Innovating Traditional business in a New disruptive business model

- Ideal startup
- what you need to do
- What is disruptive

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REC Bhaskar Dewal is presenting

Bhaskar Dewal (Presentation)

Abhay Desai Dr R.G. Ratnawat Vikas kulkarni Bhaskar Dewal Pooja Makwana

Akshar Deshlahra Srushti Jadhav Pranav Shetty Krupal Dudhtra aparajita tiwari Rajat Sahay

Ankit Joshi Dr. Tarveen Kaur 25 others You

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REC

Mansi Mhatre Abhay Desai Dr R.G. Ratnawat vikas kulkarni Bhaskar Dewal Pooja Makwana

Sandeep Jain Srushti Jadhav Bincy Baby Vinay Mistry KeShaV SaWaNT Pallavi Rane

shubhi lall AIMS ASB 23 others You

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EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Shivang Sharma.

Hosting was done by Sneha Kamalpuria, Shivang Sharma and Dhanlaxmi Gainer.

This event was conducted under the guidance of Innovation, Entrepreneurship and Incubation Centre (IEIC), AIMS.