

**Successfully achieved 15+ media coverages to advance Afthonia Lab's reputation by promoting the thoughts and leadership stories of Tanul Mishra, Founder & CEO, Afthonia Lab.**

**TANUL MISHRA - CEO - AFTHONIA LAB**

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**Tanul Mishra**  
CEO - AFTHONIA LAB

Entrepreneurship is a full-time investment. **Tanul Mishra**, a businesswoman and the founder of Afthonia guides us through her 20 years long business venture with her learnings and life experiences in this latest edition of Women Inspired World.

2021 BRICS Women Innovation Contest

**Tanul Mishra**

• **Special Recognition Award** •

**Assisting startups become business ready**

Afthonia keen to collaborate with the Hyderabad ecosystem

BY Y V PHANI RAJ | UPDATED ON - 19 MAY 2021, 04:21 PM

**Making workplaces safer for women: Why companies can do better**

Inadequate compliance of the PoSH law, poor data collection, cultural biases, and fresh challenges in tackling sexual harassment posed by the pandemic indicate that employers still have a long way to go toward safeguarding the female workforce

BY DIVYA J SHEKHAR, Forbes India Staff

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11 min read

PUBLISHED: Mar 12, 2021 12:37:57 PM IST

UPDATED: Mar 17, 2021 01:05:46 PM IST

Tanul Mishra, CEO of fintech incubator Afthonia Lab, agrees. "We have gained a lot of ground in terms of legislation, but implementation involves creating companies where women can speak without fear of being judged, with more gender sensitisation workshops, and healthier workforce balance and inclusion," she says. In the past two decades of her career across telecom, payments and startups, Mishra has encountered her share of sexism, including being asked if the company she founded is just a "hobby project". She believes that while social biases will take a really long time to change, "right now the onus is on employers to foster a healthy environment without mistreatment."

**{Incubator: Afthonia Lab} Helping FinTech startups expand in India & the globe + Advice for aspiring FinTech startups**

Navanwita Bora Sachdev - August 21, 2021

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This FinTech focused incubator handholds every startup from start to finish. Startups incubated with them speak of the support they receive. Also, some advice for aspiring startups that want to make it in the complex FinTech sector.

India is counted amongst the fastest growing FinTech markets in the world. The Indian FinTech market is valued at US\$31 billion at present and is projected to expand to US\$84 billion by 2025, at a CAGR of 22%, according to Invest India. Its transaction value size is set to grow from US\$66 billion in 2019 to US\$138 billion in 2023, at a CAGR of 20%.

Confederation of Indian Industry

**TODAY'S START-UPS. TOMORROW'S UNICORN.**

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|---|--|--|
| <br><b>Jyothi Pradhan</b><br>(Special Address)<br>Vice-Chairperson<br>CII Karnataka   | <br><b>Aswani Chaitanya</b><br>Co-Founder, Timios-<br>Healthy snacking<br>food for kids      | <br><b>Nikhil Hegde</b><br>Co-founder, 6Degree -<br>A platform for the fashion<br>and lifestyle businesses |
| <br><b>Laeq Ali</b><br>(Host & Moderator)<br>Convener, Startup Panel<br>CII Karnataka | <br><b>Prashant Mamtara</b><br>Founder, Havi -<br>Consumer electronics &<br>robotics company | <br><b>Tanul Mishra</b><br>CEO, Afthonia Lab -<br>Fintech focused incubator                                |

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## HOW STARTUP INCUBATORS CAN BECOME THE LAUNCHPADS FOR A MODERN ECONOMY

If targeted sectoral growth has to be facilitated, it has to come through startups. Incubators are the route towards channelising government support to potential startups.

 **Tanul Mishra** • 2 Stories


### [Tuning In] Tanul Mishra gives her lens on the startup ecosystem in India

Written by [Taro Ishida](#)  
Published on 16 Feb 2021 2 mins read

## Rise of FinTech entrepreneurship in Tier 2 and 3 cities

Time to go local. The fintech revolution that has largely been limited to the metro cities so far has expanded. The next wave of innovation is building in the semi-urban and rural areas. We already have a fintech unicorn, Razorpay from Jaipur. More such billion-dollar start-ups can come from emerging cities if encouraged



 **Tanul Mishra**, CEO, Afthonia Lab  
Updated On Aug 28, 2021 at 02:27 PM IST

## How to overcome funding challenges with the help of a startup incubator amid COVID-19

Running a start-up is a daily challenge – brimming with hurdles day in and day out.

Fundraise is not the beginning and the end of it. Start-ups need much more than funding. An incubator combines all power points to build a profitable business. If the foundation is built strong, start-ups will have tremendous opportunity to raise funds at different stages. A well-founded (and funded) start-up can only fly its way to being a unicorn.

-by **Tanul Mishra**, CEO, Afthonia Lab

## Tech startup targets pre-Series A funds

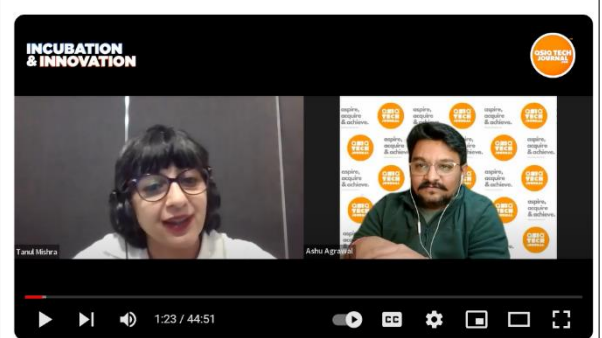
Niyati Parikh / Feb 14, 2021, 04:18 IST



Incubated at a Bengaluru-based incubator, Afthonia Lab, Tarakki caters to tier-I, tier-II, and tier-III cities across India. Its key markets include Gujarat, Maharashtra, West Bengal, and Delhi-NCR, where it works with some 42 asset management companies with 3,500+ mutual fund products.

## Outlook 2021 For Fintech Industry Trends: Future Appears Bright For Fintech

The wealth of data that fintech is garnering will form the foundation on which fintech would build intelligent, intuitive and sharper solutions that find resonance in the market place quicker.



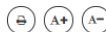
Incubation empowering Fintech Startups and Aspirants | Afthonia Lab | Tanul Mishra | Ashu Agrawal

**Press announcement of Afthonia Lab and Yes Bank partnership attracted 20+ media coverages. Below are some highlights of the news stories.**

## Afthonia and YES Bank collaborate to support fintech companies

The access will give an environment for the Afthonia Lab entrepreneurs to test their ideas, as well as an opportunity for YES BANK to participate in and drive transformation in the Indian banking industry.

ETBFSI • Updated: June 16, 2021, 17:17 IST



Afthonia Lab has announced a strategic partnership with YES Bank to support fintech companies in India in their efforts to innovate and inject new ideas that would transform the Indian financial sector. Afthonia Lab's portfolio startups will be able to develop APIs in a sandbox environment, allowing them to experiment with innovative ideas and test their solutions in real time.

**YOURSTORY**

### Fintech incubator Afthonia Lab, YES BANK partner to help startups develop APIs and test ideas

By Aparajita Saxena | June 17, 2021



Image from The Indian Express

The partnership will help Afthonia Lab's startup cohort to develop APIs in an isolated environment and test their ideas in real-time.

\*\*\*\*\* Afthonia Lab ties up with Yes Bank

Startup incubator Afthonia Lab on Wednesday announced a tie-up with private sector lender Yes Bank to empower fintech companies.


The tie-up will allow the incubator's portfolio companies to develop APIs in a sandbox environment and let them experiment with radical ideas to test solutions real time, as per an official statement. AA MR MR

## Delivered stories for BlockSurvey, a blockchain-based survey startup incubated

by Afthonia Lab

### HOW THIS BLOCKCHAIN STARTUP IS BUILDING USER PRIVACY WITHIN ONLINE DATA COLLECTION SURVEYS


Bengaluru startup BlockSurvey is a decentralised blockchain-powered data collection platform.

 Meha Agarwal • [178 Stories](#)



### HERE ARE 6 BLOCKCHAIN STARTUPS TO WATCH OUT FOR IN 2021

The blockchain sector is still in its formative phase in India, but is seeing rapid development with multiple initiatives taken by the government, corporates, and startups alike.

 Trisha Medhi • [1373 Stories](#)