

Can start-ups **turn** the tide

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INDIA **VS**
STARTUP
INDIA**

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GREAT
START-UP
MAFIA**

The **BABA** “**NOMICS**”

**BABA
RAMDEV**
Founder,
Patanjali
Ayurved
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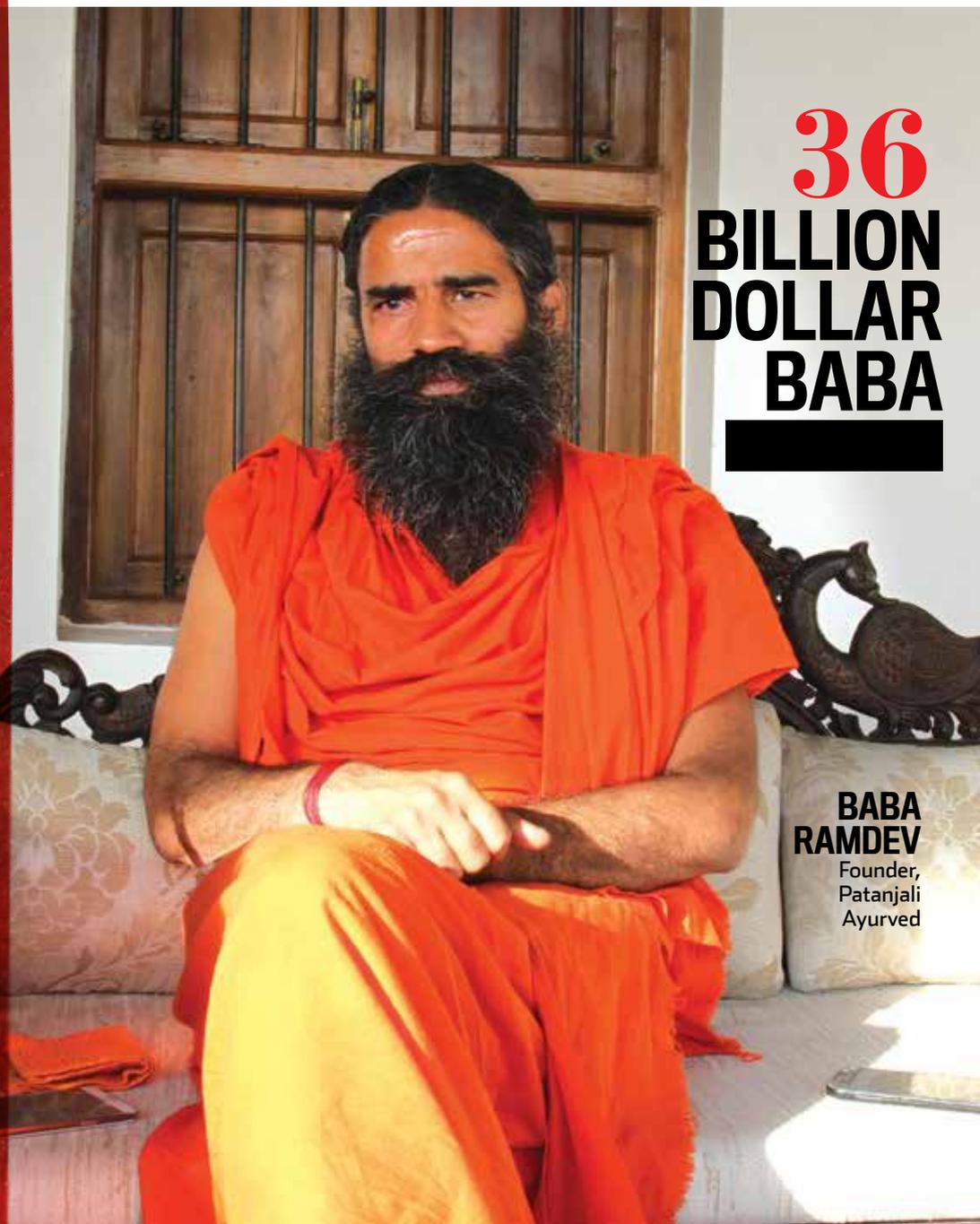
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SHOULD YOU CONSULT A LEGAL INFORMATION PROVIDER

Karen Taylor, Executive Director, LexisNexis Asia throws light on legal support for entrepreneurs.

BOOK YOUR LAST RIDE...

Death is inevitable and you need not fear it but what you should rather make sure is that your final voyage is peaceful. How? Well, you can pre-book your funeral. Sounds creepy? Listen up to Ahmedabad-based Bilva Desai and Abhijeet Singh, co-founders at after-death services start-up at Mokshshil (absolute emancipation).

By Sandeep Soni



Mokshshil came out of my (Bilva) personal experience in 2012, when I lost my mother. I faced several problems while arranging for several things, negotiating with service providers over high costs for different things etc. Taking a lesson from the whole experience, my husband Abhijeet and I surveyed around 5,000 people, largely youth, across Gujarat, Mumbai, Bengaluru and Delhi. The survey revealed that around 40 per cent people found the last rites process challenging,



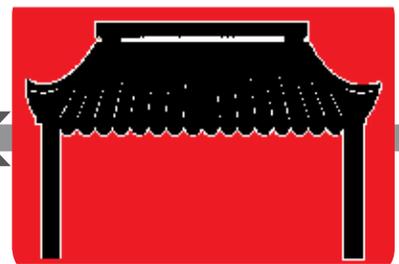
around 30 percent had problems in booking prayer venues and around 75 percent had little knowledge about the entire process. This led to the launch of Mokshshil in September 2015 with Rs 3 lakh investment. We started with offering basic cremation services where our 'Moksh Managers' takes



This is currently under pilot phase for which we again had the four-city survey including 2,300 people. Around 90 percent of them agreed to it as no one wants to be dependent on anyone. We have already received around 8,000 enquiries for this service, particularly from members of nuclear families, NRIs or those living



Buddhism, Jainism and Zoroastrianism. We have also launched 'Moksh Yatra' wherein we conduct tours to different pilgrimage sites. We have so far conducted 63 cremations and the charge per cremation is Rs 4,500. The service for which we are very anxious yet excited is allowing people to pre-book their very own funeral.



care of everything right from arranging ambulance, embalming if required, priests to cremation. We have expanded that to scattering ashes and offering 'Mokshanjali' as well wherein user can create web page for the deceased one. From Hinduism we have expanded to other religions including Islam, Christianity,



alone or abroad. Apart from word of mouth, we run awareness campaigns targeted at youth to educate people about this service. Youth can influence their parents and grandparents as they are convinced with this idea. We are also trying to partner with insurance firms like



LIC to integrate our pre-booking services into their policies. There are more than 4.16 million annual deaths in India. Even 20 percent market share would mean revenue of around Rs 37 billion. Currently our total revenue is Rs 8.5 lakh and we are looking to raise \$25-60



million with planned expansion to top 30 cities followed by pan India. We would expand to Delhi, Mumbai and Bengaluru this year. We have also got around eight franchising requests from Delhi, 13 from Mumbai and 25 from Bengaluru, so we would also be looking at that.