

Accelerating the Startup Spirit of Entrepreneurship: Going Beyond Tier 1, Marwari Catalysts focuses on Tier 2&3 Cities

More power to Non Metro Cities: A blessing in disguise”



Jodhpur, Rajasthan Apr 5, 2022 ([Issuewire.com](https://www.issuewire.com)) - World has become a **Global Village** due to technology, communication, and easy transportation. Also, the breakout of the pandemic has transformed the business world and work culture with constant work from home for almost two years.

Many offices extended work-from-home policies indefinitely, because of which many Tier II and Tier III residents returned to their hometowns to work from the comfort of their homes. Almost **70% of India's population lives in rural India**, as well as tier 2, 3, and 4 cities. The wealth that lies here has been brought into the spotlight time and again.

Businesses have been compelled to re-evaluate their products, services, marketing strategies, distribution channels, and every single spoke of the wheel.

Today, we are strengthening the Startup Ecosystem in Tier II, III cities. **Our love for small cities and passion for the startup ecosystem** made startup founders stay in their hometowns Jodhpur, Surat, Nasik, Pune, Nagpur, Jaipur, Ahmedabad, Faridabad, Noida, and from there only we have seen the dream of transforming a new spirit of entrepreneurship in India from small towns, **this is just a beginning.**

In June 2019, **Sushil Sharma** founded Marwari Catalysts (MCats) with **CA Devesh Rakhecha** and **Richa Sharma** with a vision of creating a community of startup enablers with the right mix of capital, know-how, and networks to build persistent and sustainable businesses across India. Later joined by **CA Raunak Singhvi**.

Speaking about the pandemic crisis of almost two years, *Sushil Sharma, Founder, and CEO, Marwari Catalysts* says,

“The coronavirus pandemic is undoubtedly one of the most significant crises of our times. It has caused loss of life, unemployment, and massive economic upheaval. However, we can’t ignore the fact that the pandemic also has some upshots.

Technology-driven companies, startups and youth tried hard to turn the pandemic crisis into opportunity. Also a matter of fact, India’s maximum startup unicorns were received in the era of this crisis only.”

“India therefore is at a right stage for startups, and the ecosystem in cities beyond metros is becoming stronger for creating wealth through startups,” *adds Sushil Sharma*.

“Increased digital penetration, new government initiatives, a lower cost of living, and innovative ideas have inspired many youngsters to startup in the hinterlands of India. Today, the whole world has become location-agnostic, and startups can come up with innovation irrespective of where they are based.”

Coming to Marwari Catalysts, *Sushil Sharma elucidates*, “Basically we uplift people and economies through startups, by facilitating and fostering startup ecosystems. With the help of efforts and support from our well-seasoned and highly competent team we are supporting the new spirit of entrepreneurship in India.”

“We define ourselves as **Startup Nutritionists** and make our efforts for boosting startups into Unicorns. MCats provides professional and industrial mentorship along with a strong network to prosper startup businesses. We enable an ecosystem where your startup can thrive to succeed with the proper amount of nutrition”, *adds Sushil Sharma*.

MCats today is highly active across India and wants to become the preferred specialised accelerator in the startup ecosystem. Today **MCats has 100+ Co-Founders Club**, 500+ Angel Investors, 10+ Ventures, and 25+ Corporate Partners associated with us. Initiated from Jodhpur, Rajasthan. Marwari Catalysts today have penetrated all over India with a presence in Bengaluru, Pune, Delhi, Mumbai, Surat, Ahmedabad, Nasik, Gurgaon, Hyderabad, Ranchi, Indore, and Mangalore. They are trying to reach India's maximum Tier II and Tier III cities.

Marwari Catalysts has also initiated its accelerator program under the name of “**Thrive**”, which is a three-phased, 12 weeks long cohort program with a Demo Day. Thrive is India's most exciting and value-driven cohort-based accelerator program for the most promising early revenue early-stage startups.

Thrive cohort Accelerator Program, engages startups with industry experts for industry connect, technology support, branding & marketing, funding & mentorship. Shortlisted startups are prepared with innovative solutions to be market-ready and are given an opportunity to receive an investment from **\$20,000 to \$1,00,000**. We are accelerators with skin in the game.

“MCats has scaled up despite the pandemic, giving stellar returns with few of its startups

portfolio companies bagging successful exit, with 10x - 20x return,” says Sushil.

MCats has backed over 40+ startups so far and have invested funds to the tune of \$2 million. Some of the other startups in its portfolio include ZoWorld, Tinkerly, Ask Laser, Law prep Tytorial, Indian Bureacracy, Jaipur Watch Company, clivkokart, Yearbook Canvas, The Book Cafe, Startup Chaupal, Sarathi Healthcare, Mentor Kart, Toppeq, Valuationary, Hobit, TechieNest, among others.

Sushil Sharma claims that besides enabling seed and Series A investments, Marwari Catalysts helps startups develop capability, create market access, and leverage its network across the globe such as UK, Hong Kong, Middle East, Africa, Indonesia, Singapore, and Vietnam through its partners. It also gives strategic guidance and helps investors get phenomenal returns, in turn bagging successful exits.

About MCats:

Marwari Catalysts primarily focuses on creating, nurturing, and fostering Startups to accelerate their journey from a startup to a unicorn. We have a backward integration with incubators and front-end integration with the AIF, VCs, and Angel Networks. Marwari Catalysts is a founder & investor-friendly platform with a community of industry experts passionate about entrepreneurship.

We conduct a Startup Acceleration program: 'Thrive'; India's most exhilarating and value-based cohort accelerator program for early-stage startups.

Thrive is a 12-week rigorous program that enables a particular startup to accelerate and helps them become investment-ready by providing: a skillset, expertise, and guidance from mentors via the program.

The most successful Startup Founders & Top Industry Leaders will accompany you as mentors; to pilot your startup success to reach the sky.

Thrive is the only accelerator program with Skin-in-the-game providing signal funding to all the chosen startups.

Why MCATs?

MCats have got a well-seasoned and highly competent team of 100 co-founders, from major cities like Surat, Ahmedabad, Pune, Nasik, Jaipur, Gurgaon, Mumbai, Indore, Bangalore, and Mangalore.

We hold a portfolio of 40+ startups that have already raised their Pre Seed, Seed, and Pre Series funding rounds.

Existing Investors are from the US- Silicon Valley, UK, Muscat, Abu-Dhabi, UAE, Hong Kong, Singapore, Japan & India.

40+ Portfolio Companies 100+ Co-Founders Club

40% Female Founders Portfolio 80% Success Ratio

25+ Corporate Partners 2000+ Startups Reviewed

30+ Professional Shareholders 60+ Campus Ambassadors 250+ Mentors

25+ Annual Events

500+ Angel Investors

35+ Incubators Partnership 15+ Categories

Linkedin links:

<https://www.linkedin.com/in/sushisharma/>

<https://www.linkedin.com/company/marwaricatalysts>



Media Contact

Sushil Sharma, Founder & CEO, Marwari Catalysts

sushil@marwaricatalysts.com

9001019000

Dream Heights, CYB-5, Cyber Park, Heavy Industrial Area, Jodhpur, Rajasthan

Source : Marwari Catalysts

[See on IssueWire](#)