

# ENTREPRENEURS STORY



Urban  
Company

Redefining India's Home Services



## ZOO F FOODS

Modernizing the  
unorganized spice market  
through innovation



## FLYING BEAST

Gaurav Taneja aka Flying  
beast Entrepreneur - fitness  
brand, Beastlife

# THE BEST COMPANY OF 2025

December Edition 2025



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# **ENTREPRENEURSTORY**

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# Editor's Note

## Prashant Sharma Publisher & Managing Editor

Prashant Sharma, also known as Coach Prashant is committed to being a growth catalyst, helping individuals and organizations thrive in an ever-evolving global environment. His ability to blend real-world insights with solid management concepts ensures impactful and sustainable outcomes for his clients.

Prashant Sharma is an accomplished ICF-Professional Certified Coach (PCC), seasoned Executive Coach, and Training Facilitator with extensive corporate and entrepreneurial experience. As the founder of First Personality, a leading organization providing leadership development and training solutions across India and globally, Prashant has been dedicated to transforming thousands of individuals and organizations by unlocking their potential.

In his career spanning almost three decades, life as a corporate executive and entrepreneur has been a great teacher and Prashant is determined to share this teaching with everyone who comes into contact with him.

With a Master's in Management from The Isenberg School of Management, University of Massachusetts, USA, Prashant has worked with some of the world's leading corporations. He has coached and trained thousands of professionals, offering bespoke solutions for complex business challenges. His dynamic approach integrates innovative training methodologies, strategic coaching, and comprehensive program management to drive tangible results.

His clients are based worldwide and this enables him to incorporate global best practices in his sessions. His journey began over two decades ago when he conducted his first training session for the New Delhi YMCA

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# COVER STORY



## Urban Company's Blockbuster IPO:

Urban Company, the platform we once knew as UrbanClap, has pulled off one of the most exciting stock market debuts of 2025. As Asia's biggest tech-driven home services marketplace, its IPO didn't just make headlines—it marked a turning point for India's fast-growing gig economy.

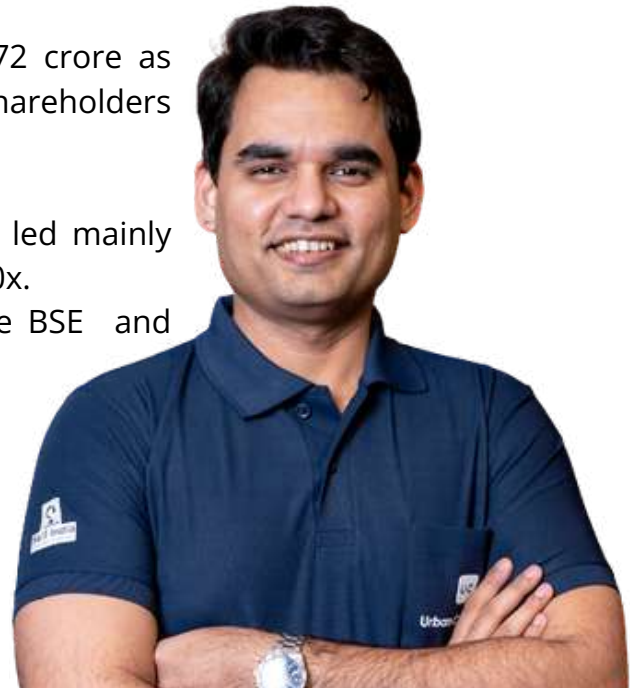
# REDEFINING INDIA'S HOME SERVICES

*The offering wrapped up in September with remarkable success, reflecting strong investor faith in the brand's journey from a cash-burning startup to a profitable category leader.*

## THE IPO THAT TOOK MARKETS BY STORM

- Issue Size: Around ₹1,900 crore, including ₹472 crore as fresh equity and ₹1,428 crore from existing shareholders selling their stake.
- Price Band: ₹98–103 per equity share.
- Subscription Rate: Over 103 times subscribed, led mainly by institutional investors who lapped it up at 140x.
- Listing Date: September 17, 2025, on both the BSE and NSE.
- Debut Price: Shares listed at ₹162.25, soaring over 56% above the issue price.

With this kind of reception, Urban Company has set a new benchmark for IPO success stories this year.



## THE POWER OF NETWORK EFFECTS

UC has spent years building a marketplace where both customers and professionals benefit from each other's presence.

- 7 million+ customers (as of June 2025) keep coming back thanks to reliable services.
- 50,000+ active professionals get steady demand, better earnings, and support.

## WHY THIS IPO MATTERS

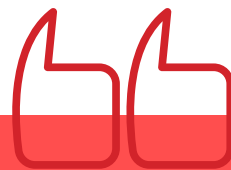
And for the millions of households who rely on UC every week, it also means one thing: the company is here to stay, grow, and make our daily lives smoother. Unlike platforms that simply connect you to a random local vendor, Urban Company runs what it calls a full-stack model.



## Thinking Beyond Services

A big part of UC's story today is diversification. While home services remain the core, the company is expanding its horizons:

- Native products: UC has launched its own line of appliances and equipment, such as water purifiers—ensuring end-to-end solutions with stronger profit margins.
- B2B supply chain: Service partners buy UC-approved kits and consumables, helping them deliver consistent quality while creating a parallel revenue stream for the company.



future growth lies in instant services—a move designed for the busy middle-class Indian home. It's not just about getting a plumber or beautician—it's about getting them now. This "Insta-Help" service could deepen customer loyalty and further strengthen UC's moat in the market.

## From Red to Black: The Financial Revival

Just a year back, Urban Company was still in the red with a ₹93 crore net loss in FY24. By FY25, it had flipped the script with a consolidated net profit of about ₹240 crore. For investors, that wasn't just a financial number—it was proof that UC's model works, at scale, and sustainably.





## ZOFF Foods' Plan to Take Over the Indian Kitchen: From Spice Rack to Dinner Plate

Many people find the aroma of slow-cooked Indian food to be a fulfilling experience, particularly in a world where time is of utmost importance. ZOFF Foods, a company known for its high-quality, clean-label spices, is stepping in to change that story.

The Raipur-based company is moving beyond the spice rack and into the Ready-to-Cook (RTC) category with its new "Quick Homestyle Food" line. Its goal is to make real Indian cuisine accessible to everyone, every day.



# The "Quick Homestyle" Movement

A product line built for the busy, modern consumer is at the center of this new phase. ZOFF's "Quick Homestyle Food" offers the rich, nuanced flavors of traditional Indian food without the hours of chopping, grinding, and stirring. There are two game-changing categories in the launch:

- **Gravies in 5 Minutes:** These mixtures give you the taste of a slow-cooked curry in about five minutes. People can make a healthy dinner by just adding their main item to one of the many types of gravy, such as Paneer Gravy, Chicken Gravy, or Mutton Gravy.
- **Marinades that take one minute:** These marinades are made to make meal prep really fast. They add flavor to proteins and veggies in only sixty seconds. Paneer Tikka, Chicken Chettinad, and Tandoori Chicken are some of the first dishes on the menu.

ZOFF sticks to its brand promise and makes sure that these convenience items don't have any preservatives or artificial additives. This is a big selling point for health-conscious shoppers. The marinades cost ₹75, and the gravies cost ₹150, which makes them an inexpensive way to make a tasty meal.



*"Indian kitchens are full of tradition."  
says Akash Agrawalla, who started ZOFF Foods. "Our 5-minute gravies and 1-minute marinades make fast-paced lives feel real, without losing taste or quality."*

## The Next Step for a Digital Darling

ZOFF's story is a textbook on how to develop a modern brand. The company had problems initially with traditional retail, so it switched to a digital-first approach that used e-commerce and quick-commerce sites like Amazon, Flipkart, Blinkit, and Zepto to reach city dwellers. This shift changed everything, with online channels traditionally accounting for 80% of sales and making ZOFF a strong competitor against older businesses.

The corporation is now starting a big omnichannel plan. A collaborative agreement with Reliance Retail is what makes the RTC collection possible. By July 2025, ZOFF products

The corporation is now starting a big omnichannel plan. A collaborative agreement with Reliance Retail is what makes the RTC collection possible. By July 2025, ZOFF products



## Quality is the most important thing

ZOFF is still committed to the quality that first earned customers' trust, even as it comes up with new ideas. The brand's unique Cool Grinding Technology, which keeps the spices' essential oils and nutrients intact, is still a big reason why people choose it over other brands. ZOFF is now expanding its range of convenience foods to incorporate this foundation of freshness and purity.

ZOFF Foods isn't simply selling things; it's proposing a solution with its slogan, "Ab poora India cook karega" (Now all of India shall cook). The brand is making itself an essential companion in the modern Indian kitchen by combining real flavor with unmatched ease of use.

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Editors Choice

# FROM BLUEPRINTS TO BIG BUSINESS:

## How S+V Architects Are Building the Backbone of India's Logistics Boom

In North India, where urban landscapes are rapidly evolving and every inch is valuable, S+V Architects stand out for their expertise beyond merely creating stunning buildings. They also create the powerhouse entities that drive contemporary commerce. Based in Gurgaon, this company has emerged as one of the leading architectural firms globally, specializing in the industrial and logistics sectors



### The Duo Behind the Design: Shaileshwar and Vinita Yadav's Blueprint for Success

Architects Shaileshwar Yadav and Vinita Yadav launched S+V Architects, combining their unique talents and a common vision to create a harmonious partnership. In 2008, they embarked on a journey to co-found the company, driven by the vision of elevating architectural design and technical standards in a segment of the building industry that had long been overlooked.

**Shaileshwar Yadav** brings a wealth of experience in designing and constructing millions of square feet for major clients in the industrial and logistics sectors. His expertise has played a vital role in navigating and executing the intricate warehousing projects that define the essence of the company.

**Vinita Yadav** brings extensive experience in overseeing large design and build contracts, and she has been a passionate advocate for the firm's adoption of Building Information Modeling (BIM). Her focus on utilizing innovative technologies ensures that projects are executed with exceptional precision, meticulous cost management, and efficiency.

## Engineering the Logistics Revolution

S+V Architects has established a distinctive and significant niche by emphasizing the design of logistics architecture. Their portfolio showcases an impressive array of India's leading e-commerce and supply chain enterprises.



**Size and Range:** They excel in constructing large, functional structures such as fulfillment centers and sorting centers across various states. Among the key initiatives are expansive structures spanning millions of square feet, designed for maximum efficiency and rapid execution, essential for seamless commercial activities.

**Prominent Clients:** Renowned for its collaborations, the company has partnered with leading brands globally and across the US, including giants like Amazon, Flipkart/Myntra, Cadbury, Ecom Express, and Blue Dart Logistics.

## A Versatile and Expanding Footprint

S+V Architects excels in logistics while demonstrating remarkable versatility across various sectors, successfully delivering projects that range from hospitals and educational institutions to luxurious residences.

The company boasts a solid foundation in North India and is currently broadening its horizons. Exciting developments are on the horizon in Mumbai, Gujarat, and Bengaluru, all of which are pivotal hubs for growth.



THE UNPLANNED FLIGHT:

# FLYING BEAST

GAURAV TANEJA

*Journey*  
**BEASTLIFE**

How Gaurav Taneja, The Flying Beast,  
Changed His Fate



**G**aurav Taneja's story, better known to millions as Flying Beast, is about grit, purpose, and self-discovery.

Gaurav grew up in Kanpur in a middle-class family where school and discipline were not optional; they were part of life. He was smart and driven, and he got his degree in civil engineering from IIT Kharagpur.

Gaurav made a risk that few people would take after he graduated: he moved to the United States to follow his ambition of becoming a pilot. But life was going to be rough. When he went back to India in 2009, the world was in a recession that had put many people's hopes on hold, including his own. Despite having a license as a pilot, he was unable to secure employment and had to instruct others in flying to supplement his income.

He once stated, "You have to step out of your comfort zone and into the unknown to identify yourself," and he lived by it. While he was going through this challenging time, he focused on getting fit and got certifications in nutrition and training. In 2016, that enthusiasm took the form of FitMuscle TV, where he gave honest, science-based advice—not to develop a business, but to share what he liked.

## ***Turbulence at 30,000 Feet***

In the end, being persistent paid off. Gaurav started working for IndiGo, then AirAsia, and finally fulfilled his dream of becoming a commercial pilot. He established Flying Beast, a vlog that showed people a glimpse of his strict but loving family life while balancing two difficult jobs: aviation and digital production.

But fate had one more challenge in store. In 2020, Gaurav openly spoke up about what he thought were risky ways of doing business at his airline. He lost his job because he stood up for the safety of passengers. It was a devastating blow, both at work and in my personal life. But many people saw him as a hero because he stood by his beliefs. In a time when people were quiet, his bravery became a symbol of honesty.

YES MADAM

## THE YES MADAM STORY: HOMEGROWN, CLEAN, AND HITTING GOLD

Yes Madam is a domestic company that has quietly changed what trust looks like in a beauty sector full of big claims and shiny logos. What started as a little project out of irritation has grown into one of India's fastest-growing home-salon platforms.



### THE SPARK: WHAT HAPPENED WHEN A BEAUTY ROUTINE WENT WRONG

Mayank and Aditya Arya, two brothers, had no plans to get into the beauty business in 2016. Both were experienced Merchant Navy officers, which means they were men of the sea, not men of the salon.

But things changed when their wives had a bad experience with a home salon service in the area. The products utilized were not safe, the cleanliness was inadequate, and the end result was skin responses that hurt.

That moment sparked a fire. The brothers figured out what millions of clients were too afraid to say: there was no way to see how home-salon services worked.

Nobody knew what products were being used or why prices always seemed random. The Aryas then determined to make something better: something that was clear, clean, and safe.



*"Our goal was clear," explains CEO Mayank Arya.  
"We wanted to make a brand that we could trust to  
take care of our own families."*

# Grit got them on Shark TanK

Yes Madam was totally self-funded for years and made money from the start. They put every rupee back into the business, slowly grew into 57 cities, and established a devoted customer base just by word of mouth.

After that, Season 3 of Shark Tank India started. The Arya brothers wowed the Sharks with their clean numbers—₹45 crore in sales in FY24—and their clear brand goal when they asked for ₹1.5 crore for only 0.5% stock. In just one night, website traffic went up ten times and user registrations went up three times. Finally, the world knew what Yes Madam really meant.

*"People used our service before the show. Mayank smiles and says, "They knew our story after the show."*

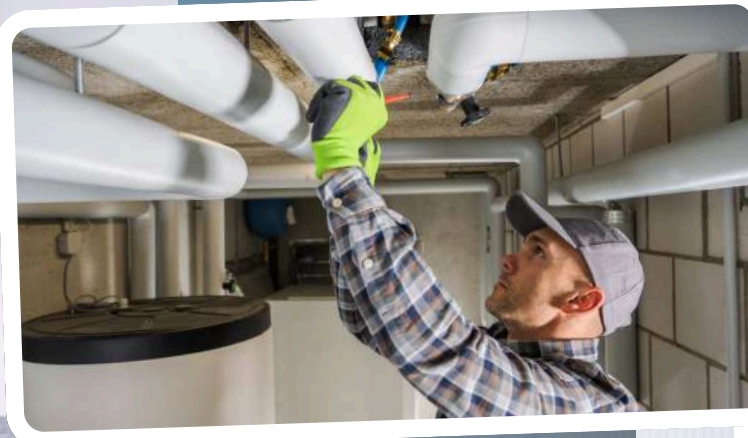


## The Future: What Lies Ahead

Yes Madam is growing, with an annual revenue run rate of ₹90 crore and a big goal of reaching ₹500 crore in five years. But it is still true to what made it special: openness, cleanliness, and giving people control.

At its core, Yes Madam is more than just a beauty brand; it's a brand of trust. It shows that the best businesses don't always start with a pitch deck; they start with understanding.





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# THE RIGHT TOY:

*Snooplay is ending the Guesswork in India's  
\$20 Billion Play Market*

India's ₹20,000 crore toy business was mostly offline, with small local stores and scattered online markets where parents were puzzled by all the choices.

Snooplay, a ToyTech startup, stepped into this void with the goal of bringing some much-needed intelligence to the world of play. Snooplay, which was started by Aanchal Mahajan and Brij Raj Singh in 2019, is changing how people in India find, buy, and even think about toys.

## **The Imagination Algorithm:** When AI and Empathy Come Together

Snooplay's big idea was simple but important: make science fun. Their patented Toy Intelligence Database is the first of its type in India. It employs AI to assist parents in locating toys that are right for their child's specific developmental needs and interests. Age and price aren't the only things that matter. The system goes deeper, mapping more than 35,000 toys from more than 600 companies to things like:

Motor, cognitive, and social-emotional skills that help in growth  
Types of play: imaginative, productive, and active. Subjects to learn: STEM, problem-solving, and creativity  
Personalities and interests: so that each child's play journey feels unique  
To sum up, Snooplay clears up confusion and helps you select the correct toy at the right time.



# DroneAcharya:

## India's Leader in Aerial Innovation Soaring to New Heights

In a world where technology is changing all the rules of business, one Indian company is not just keeping up; it's leading the way. DroneAcharya Aerial Innovations Limited, a deep tech company in Pune, is one of the main companies powering India's aerial revolution. DroneAcharya is changing the future of drone, space, and GIS technology in India by teaching drone pilots, making cutting-edge UAVs, and translating aerial data into useful information.

### The Brains That Took India to the Sky

Every big step starts with a brave concept. Prateek Srivastava and Amit Takte, the people behind DroneAcharya, thought that India's drone story needed more than simply cool gear. It needed an environment where technology, talent, and trust could all grow at the same time. The two men had years of experience in the Indian Army, ISRO, and deep technical fields before starting the company. This knowledge is what drives everything DroneAcharya does now. Co-founder and CEO Prateek Srivastava adds, "You can't solve the drone problem by thinking like a product company." "You need to think like an ecosystem."

That way of thinking guided them as they trained people, built drones, and decoded data, all under one sky.

# scripbox

## Stop Thinking, Start Investing: How Scripbox Made Wealth Clearer for the Average Indian

This Bengaluru-based FinTech Company has been showing regular Indians since 2012 that being rich isn't just about luck or having access to secret information. It's important to be clear, stick to your plan, and make a few beneficial choices.

Scripbox has made investing less of a mystery and more of a habit that millions of people can learn. They take care of assets worth more than ₹18,500 crore for over one lakh families in 2,500 cities.

### *The People Who Made Money Simple*

Atul Shinghal, co-founder and CEO, says, "When we talked to people about investing, most of them didn't say they were scared of the markets, they were scared of being fooled."



### **This is how the whole platform works:**

**Goal-Based Investing:** You link each investment to a personal goal, like saving for a house, paying for a child's school, or getting ready for retirement. Now that I'm making money, it feels real, not just a number.

**Smart Withdrawals:** Scripbox even helps investors leave in a smart way by using algorithms to figure out the best way to pay taxes and exit loads.

When Scripbox first came out, investors had too many choices. There were hundreds of mutual funds, a lot of technical jargon, and advice that didn't always match up.

Scripbox revolutionized the market by limiting the options to only the best. Its special algorithm looks at thousands of funds and picks out a short list of high-quality options for each customer based on more than nine factors, including cost-effectiveness and consistency.



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