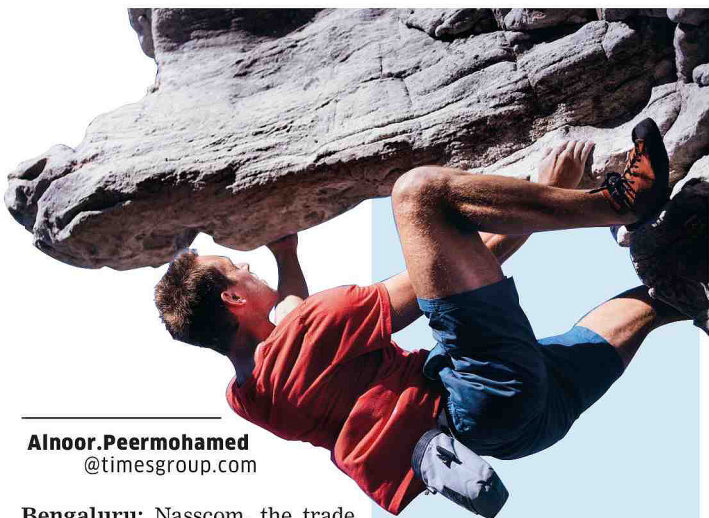


Firms in emerging areas like SaaS, retail, IoT, fintech, logistics, healthcare etc in the list

Nasscom Picks its Top 10 Innovative Tech Firms of 2019



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Bengaluru: Nasscom, the trade association for IT services and business process management companies, has made its pick of the top ten most innovative technology products and services startups for the year 2019, seeking out firms that have the potential to scale at speed.

The ten startups, which have been picked from Nasscom's Emerge 50 awards finalists, are from a wide range of sectors including Software as a Service, retail technology, fintech, logistics, healthcare, cyber security, internet of things, etc. The startups will be felicitated at the Nasscom Product Conclave 2019.

Among the companies selected are AskSid, a conversational AI solution for retail and CPG brands that automates the job of agents and simplifies a shopper's journey, while driving a three-fold reduction in cost for its customers.

There's also Routematic, which aggregates demand from commuters with vehicles aggregated on its platform, offering a marketplace that's open to individual drivers as well as fleet operators. The company says it has invested heavily in optimisation of routes using advanced AI and machine learning.

Other winners include Projectcatalyst Internet, an assistive user

BOOST IN NUMBERS

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On Top

MOST INNOVATIVE FIRMS OF 2019

- AskSid
- Routematic
- Projectcatalyst Internet
- SLabs Technologies
- Mynd Solutions
- KirtiLabs
- Wellthy Therapeutics
- Tripto
- Vehant Technologies
- QNu Labs

interface that allows online businesses drive transactions in regional languages; QNu Labs, which is building a quantum cryptography solution; SLabs Technologies that works on revenue optimisation and automation and Mynd Solutions, which helps MSMEs get easy access to credit with its unique bidding platform.

Nasscom says the top ten startups fit with its theme of having the potential to scale at speed, because of "their market strategy, customer acquisition rates, unique technology value proposition or sheer tenacity as a path breaker".

The industry body added that its efforts to recognise the startups were in line with India's software product industry growing to \$80 billion by 2025 as per the National Software Product Policy. Moreover, in 2018 alone, India minted over 1,800 new startups, boosting the total number of startups in the country to around 20,000.

Nasscom's top ten startups for the year also includes KirtiLabs in the hardware and IoT space, Wellthy Therapeutics in the healthcare space, Tripto in the retail technology space and Vehant Technologies which makes hardware for physical security.