



**WORLD TRADE CENTER®**  
**MUMBAI**

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All India Association of Industries

# **SMARTERpreneur Masterclass**



**Dheeraj Gupta**  
**Founder, Jumboking**

**How can we build world class  
“Make In India” brands.**

**Is the fear of failure preventing you from starting up?**

**Are you losing faith in traditional values such as  
patience, steady growth and trust?**

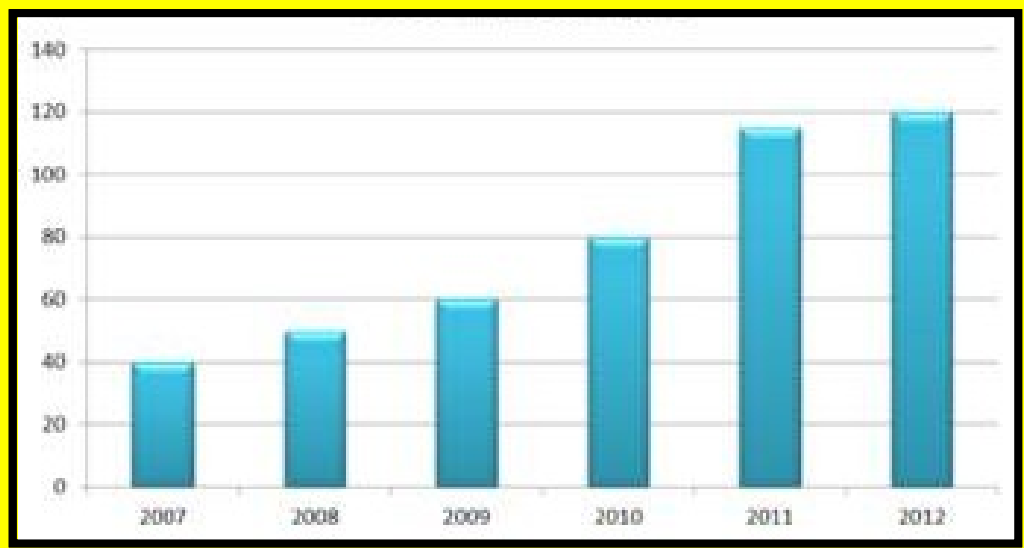
**Are you afraid to meet investors?**



# **Building Focused Brands**

- **First choose your category/niche**
- **Choose your micro niche**

# Steady Growth Vs Blistering growth



# Pizza





# Burger

**McDonald's**



**Indian Burger - Jumboking**



# What I Learned from CCD Story

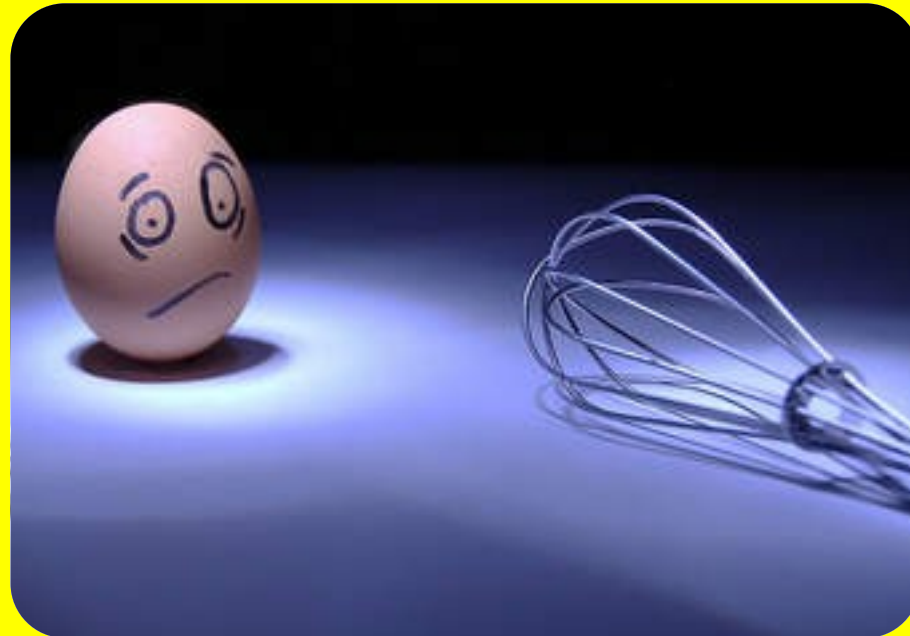


**Stay Focused**

**Are you intimidated by larger than life valuations?**



# Is the fear of failure preventing you from starting up?





# Are you losing faith in traditional business values such as patience, cumulative growth, ROI and trust?



# Is fundraising a daunting task for you?



## Valuation

- **Topline - Vanity**
- **Bottomline - Sanity**

# **Are you afraid to meet Investors**



**Make them your biggest well-wishers**

**Why is Make in India not just philosophy  
but a need of our times?**





**Thank You**