

Sound on

A start-up in niche vertical ecommerce, **Headphonezone.in** sells only headphones and earphones. It is creating knowledge content for the category that informs customers about the prod-



ucts and what to look for when buying them. Headphone Zone was founded as a retail brand in 2012 with an investment of ₹15 lakh. It set up several retail stores in Bangalore and Chennai in 2012 and 2013, before starting the ecommerce store in 2014. Headphone Zone has been bootstrapped and has not received any external

financing and investments. It sells about 100-150 headphones per day from the retail and online stores. It has partnered with 30 premium lifestyle brands whose products are available on its retail and online store.

How good am I?

Education, and especially entrance exams, is a massive business opportunity in

India. It is also an area where students and parents face a lot of problems due to conventional methods of teaching, a low student-teacher ratio, and lack of personalised

guidance. **Embibe.com** is a startup providing practice tests for medical and IIT entrance exams. After a student has given the exam, the website will tell the student (and the parent) which areas can be improved on and how, which are the questions where he takes more time and which ones are solved quickly and what should be his strategy for attempting difficult questions in exams. It does so with the help of an algorithm and currently has 1.75 lakh students using its platform. It has tied up with nine private coaching institutes that use this platform to let their students give practice exams.

In town

Nearify.com is a startup that helps people discover what events are taking place

near them, to let them make the most of their time. It has data for 200 cities in the world including 22 'ultra-urban' cities. Of the 22 cities, 15 are in US and four



are in India. It has 1 lakh users including 30,000 users on its mobile app, since it started several months ago. It charges an organisers' fee for those who want to promote their event on the website and app, and a commission if users go to the ticketing website from the Nearify app. As an increasing number of travellers opt to travel to newer places alone, Nearify may become popular.

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