




# Entrepreneur Lounge of India

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# 400+ startups featured on ELI







# Notable people who appeared on ELI



Aswani Chaitanya  
Founder of – [Timios](#)



Deepak Dhar  
Founder of – [Nestaway](#)



Ankit Ratan  
Founder of – [Signzy](#)



Amit Kumar Agarwal  
Founder of – [NoBroker](#)



Ajay Gupta  
Founder – [Bachpan Playschool](#)



Bhavin Patel  
Founder of – [LenDenClub](#)



Rohin Samtaney  
Founder of – [The Souled Store](#)



Shashank Randev  
Founder of – [100X.VC](#)



Ranjeet Pratap Singh  
Founder of – [Pratilipi](#)



Mikhail Innani  
Founder of – [PharmEasy](#)



Ankur Mittal  
Founder of – [IP Ventures](#)



Dilip Modi  
Founder of – [Spice Money](#)



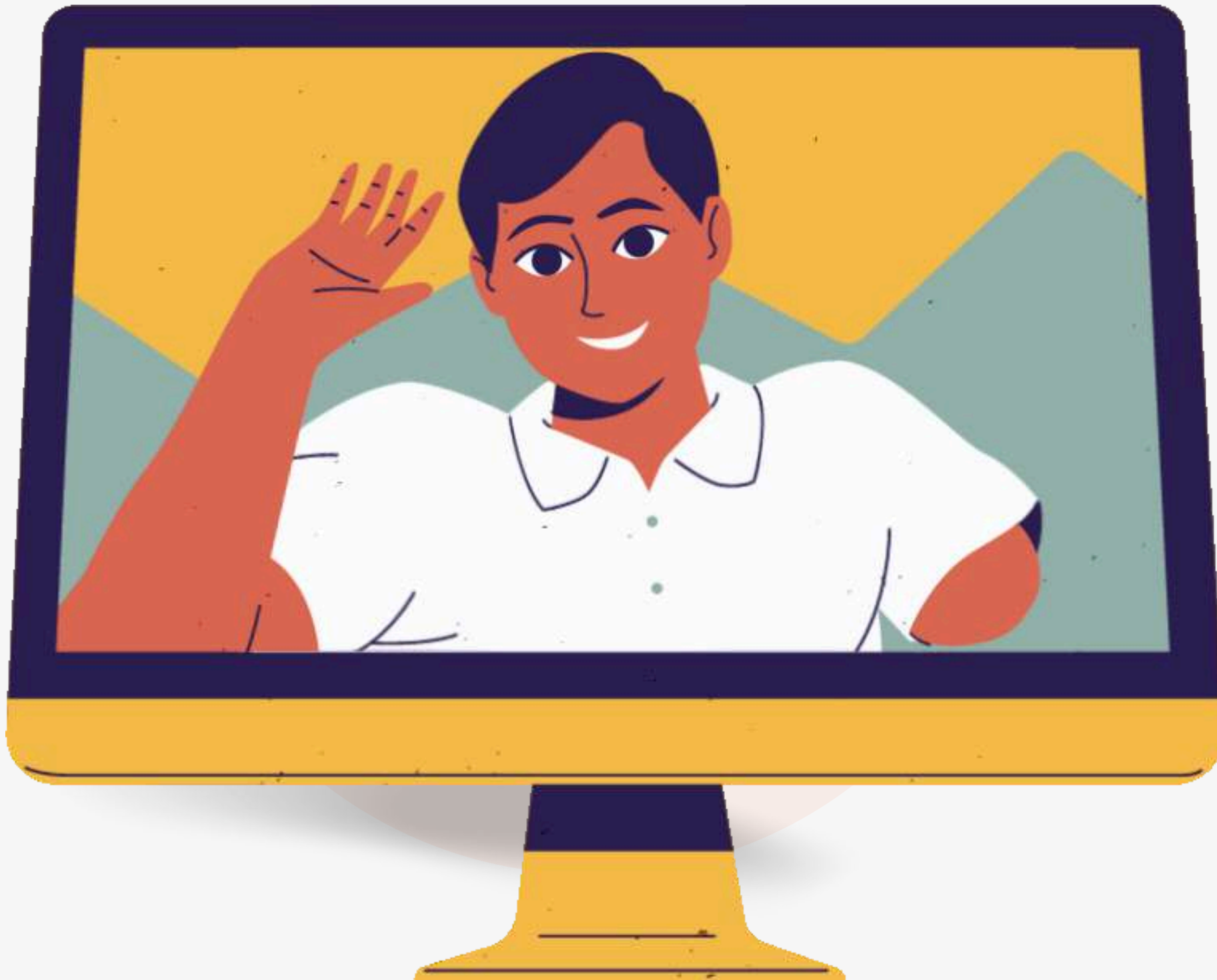
Manas Ranjan Hota  
Founder of – [Drink Prime](#)



Rohit Garg  
Founder of – [SmartCoin](#)



Nirav Choksi  
Founder of – [CredAble](#)



# Why you should take part in ELI podcast?

## Join the league

of 400+ entrepreneurs who shared their story on ELI podcast.

## Get noticed by angels

who are constantly listening to our podcast for spotting trends in startup world and shortlisting ventures to invest in.

## Get industry validation

and show it to your prospects, clients, employees, peers, and investors.





## How can you use this podcast?

### **As a social post**

you can share the video podcast on your company's LinkedIn, Facebook, and Instagram handles.

### **On media section of website**

or the about us page, you can publish the podcast and give your visitors good understanding of what kind of company you are, vision & mission, and the story behind.

### **As snippets for employee orientation**

you can use cut parts of video and show to new employees for getting a beginner's understanding of your venture.



# Where are our listeners located?

## 36% US based NRIs

tune in to our podcast, and these people are mainly angels looking out for investing opportunities in top startups in India.

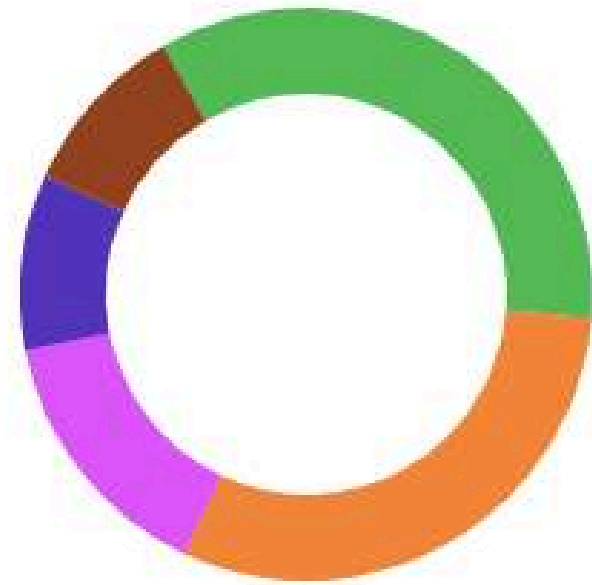
## 51% of listeners from India

are the future and present entrepreneurs who are looking for inspiration and ideas.

## 7% listeners from

other english speaking countries who are again expatriates from India looking for investment opportunities.





● Spotify	35%
● Google Podcasts	31%
● Apple Podcasts	15%
● Anchor	10%
● Other	10%

# On which platforms consumption happens?

## Spotify leads

with highest amount of consumption happening on the platform.

## Google Podcasts follows

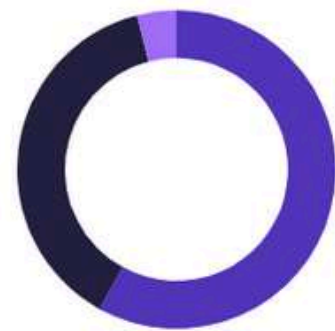
with almost same amount of listeners tuning in to our podcast on Google.

## 15% on Apple Podcasts

bulk of these consumption happens in Apple-first countries like US and UK.

# Demographics (Gender & Age)

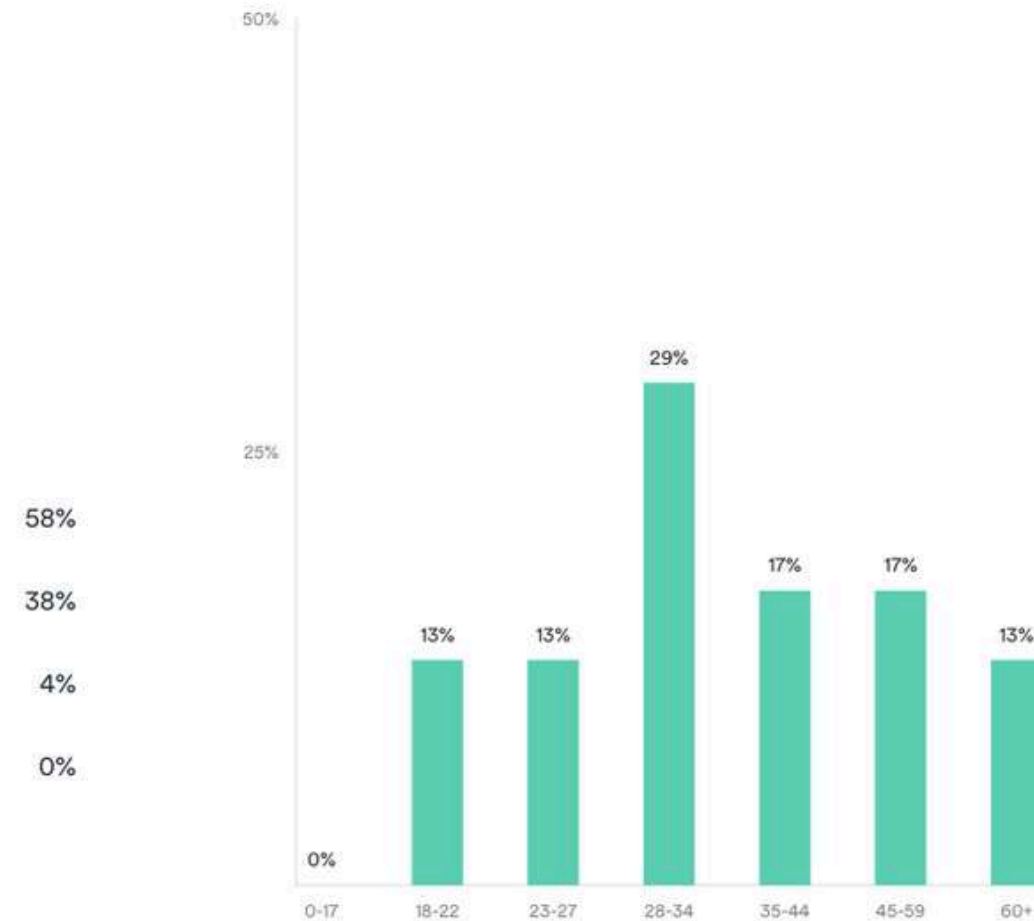
Gender



- Male
- Female
- Not specified
- Non-binary

Source: Spotify

Age



Source: Spotify

## 58% are male

listeners which reflects the fact that entrepreneurship is a male dominated profession.

## 29% are between age 28-34

which indicates the golden age for entrepreneurship and lot of founders actually started in their 30s.

## 13% of listeners are 60+

which means that it is never too late to start your own venture. And, many people after their retirement from formal job, do start their own business.





# Key statistics

Plays ⓘ

**19,517,899**

All-time

Plays per episode ⓘ

**70,974**

On average

Audience size ⓘ

**173,491**

Last 7 days



# Top episodes

Episode Title	Episode ID	Plays	Publish Time (UTC)	Rank
ELI - 257   Piyush Raj Akhouri (Co-founder of BRIDGENTECH - Staffing and Talent Consulting)	52284601	547839	5/20/2022, 08:49:23	1
ELI - 210   Rohit Paranjpe (Co-founder of SugarBox - Hyperlocal Edge Cloud)	46105181	479283	1/13/2022, 15:47:09	2
ELI - 250   Sanit Patel (Founder of The G Story & Angel Investor)	50899144	436648	4/21/2022, 16:47:35	3
ELI - 206   Lalit Mehta (Co-founder of Decimal Technologies - Banking Sales Enablement Technology)	44929319	420019	12/16/2021, 06:12:08	4
ELI-1   Aswani CN (Founder of Timios - Healthy Snacks & Food for Kids)	21234305	345371	10/17/2020, 10:10:21	5
ELI - 179   Sumeet Verma (Cofounder of Kopykitab.com - Personalised & Virtual learning platform)	39061745	336450	8/20/2021, 09:20:29	6
ELI - 157   Aman Gour (Co-founder of TurboHire - Intelligent Recruitment Platform)	34953040	335536	6/6/2021, 17:18:55	7
ELI - 145   Prashant Mahajan (Founder of Zeda.io - Product Management Platform)	32128509	289277	4/24/2021, 19:32:51	8
ELI - 224   Pratik Gauri (Founder of 5ire.org - 5th Generation Blockchain ecosystem)	47222658	263546	2/5/2022, 16:41:27	9
ELI - 134   Nirav Choksi & Ram Kewalramani (Founders of CredAble.in - supply chain financing)	28800416	257253	3/12/2021, 19:42:32	10



# What are the key deliverables for paid opportunities?

## Priority scheduling

We will ensure that the founders get a slot as per their suitable time, and within 24 hours of payment of invoice.

## Priority publishing

We will publish the podcast within 8 hours of recording on various platforms like Spotify, Apple, and Google.

## Mention on LinkedIn

A special mention of the speaker on LinkedIn along with a small video snippet.







# About ELI team

ELI stands for Entrepreneur Lounge of India

ELI was started primarily as an initiative to promote entrepreneurship in India. So far we have featured 400+ founders on our podcast series. The show is tuned in by thousands of future entrepreneurs across the globe.



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