

Why 98.5% Indian Businessmen Fail

Video https://youtu.be/-cT_h2cywlg

Techburner ki Anarc launch ke sath hi fail ho gyi. Bhavish agrwal ki OLA Ev itne hype ke sath launch hui thi - aaj bnd hone ki kagaar par hai. Snapdeal ek time par india ki biggest ecommerce thi - aaj mitti mein mil chuki hai. GoMechanic ke founders par to muqadma chl rha hai.

koi bhi nya business aap kholo - 90% chances hai ki wo agale 5 saal mein band ho jayega.

Bain ki report ke mutabik har sal 35,000 indian startups barbaad ho jate hain..

Yani ki jab tak aap ye video finish kroge - 2 aur businesses mitti mein mil chuke honge.

ji haan, 2 businesses jinke founders ne apni naukri chhori hogi, logon ke taaane sune honge, apna ghar becha hoa, karodo ka akrza liya hoga - par sab bekaar.

Aur jab maine iska reason jaanne k liye aise saikdo businesses ko study kia - to aisi 7 baatein samjh aayi - jinhone mere hosh uda diye.

Bade MNCs se lekar hum jaise logo ka chota business - sab un reasons se affect hote hain. Infact mera khud ka ek business inhi wajah se fail hua tha jisme mujhe kaafi nuksaan hua tha.

Aur ye reasons koi bad luck, poor planning, high competition jaisi superficial baatein nhi hain - balki India ke business ecosystem mein chipi aisi gahri mistakes hain - jo aap jab smjhoge - you will be amazed.

BODY

1. Fixing Rather Than Dropping.

Sabse pahla reason to hai Fixing Rather Than Dropping.

Ye mistake kr rhe hain aur koi nahi balki Techburner yani ki Shlok.

Unhone badi mehnat se apna khud ka smart watch launch kia. Anarc jo ki ek creator ke liye bahut badi baat hai. Kudos to him.

Par bahut se reasons ki wjh se use shuruaat mein hi customers as well as creators jaise ki Technical guruji, Gyan Therapy in sab ne kafi criticize kia. Infact Criticism wala ek video to bahut jyada viral bhi ho gaya tha.

Baat yha tak to perfectly normal hai.

Dekhiye koi bhi company har bar 100% successful product nhi launch kr sakti. Microsoft ne bhi windoes ke kai bure versions diye hain, elon k kai rockts fail hue, mukesh ambani ka jiophone se lekar jionews, jio music kai aise examples hain jo ki kuch din chale fir band ho gaye.

Shlok ke sath b yhi kahani thi. Layers aur overlays blockbuster hit the hi, to Anarc ka flop jo jana koi bahut jyada damaging nhi hota.

Par use damaging bna diya unke amature tactics ne. Sabse pahle to unhone use chote se creator ko legal notice bheja- jisne unki watch ko criticize kia tha. Logo ne jab backlash dia to shlok ne ye explanation dia, ki hum to sirf ye kah rhe hain ki aap jo bol rhe ho use court mein proof kr ke dikhao.

Ab obviously us creator ke pas itne resources nahi hain ki wo legally fight kr ske. Par public to sb kuch dekh rahi h na..

Ye statement us insaan ki traf se jisne apna career hi products ke review krke bnaya hai.. Ye baat public ko bilkul acchi nhi lagi.

Aap dekh sakte ho ki unke views is statement ke baad kaise kam huye hain. *[Insert a chart from Viewstats]*

Agar public Technician guruji ki jgh shlok ko fame de sakti hai, to unki jgh kisi aur ko b de sakti hai.

Aur unke sabse ambitious product ki wjh se ye ho jaye - that's an irony.

But again - in real world - nothing is forgiven.

Yha doosri galti jo Techburner ne kari wo hai ye.... *(Insert Clip of anarc team announcing of sending new chargers)*

Dekhiye sabse pahli baat to ye cheez unko day 1 se karni thi.. Agar aapka charger faulty hai to aapko use launch ke phle hi theek krna tha..nobody was putting a hun in your head. Ek bar delay aapne kia hi tha..ek baar aur kr dete. Us tym is par dhyan nhi dena ye dikhata hai ki you were expecting ki log aapki story aur influencer power ke bahkawe me aakar product par dhyan ni denge.

Doosri aur sabse important baat ab tak aap Anarc ke peeche kyu pade huye ho. Aapka product logo ko pasand nhi aaya - aapko ye baat smjh aa gayi. Ab you should drop this and move on.

~~Jitna jyada wo Anarc ke peeche pade rhenge.. Utne kam unke real followers hite jayenge.~~

Baat thodi twisted lag rhi hai na..

Aakhir agar hum kisi produt ko feedback lekar improve nhi krrnge to aise me koi accha product kaise bnega.

Bilkul, I completely agree ki kisi bhi product ko multiple versiona la kar develop krna bahut jaruri hai. Shuruat mein har ek produt mein dikkatein aati hi hain.

Mahindra ne 2-3 saal tak Scorpio N jo khud camouflage krke drive kia tha, iske bawjood uske first batch me gearbox ki, clutch ki aur even fit & finish ki problem aayi thi.

ChatGPT ka first image model aisa tha. Aur ab ye.

But sath hi ye bhi equally important hai ki companies ko pta ho ki kb kis product ko kill krna hai.

Kuch salo phle tk mahindra Logan aur Verito jaise sedan models ke peeche mehnat kiye padi thi, jab ki unke ghr me hi Scorpio jaisa rugged and much loved animal pada tha. Jaise hi unhone sabkuch chhodkar sirf suvs par focus kia.. They became extremely profitable.

Flipkart apne delivery business mein kaafi successful hai - fir bhi amazone ki rivalry krne k liye usne apna Video service nikala. Aur poore 5 saal usme mehnat krne ke baad unhein smjh aaya ki ye forever loss making venture hai aur unka focus aur energy waste kra raha hai.

Aisi hi kuch situatuon Anarc ke sath hai. Asal mein uspar jo accusations lage hain Shlok unko kabhi bhi khatm nhi kr sakte.

Log unko white labelling ka accuse kr rhe the.

Yani ki wo china se maal utha kr apna label laga ke bech rhe hain.

Ab ye accusation to aap kisi b tareeke se nhi remove kr skte.. Chahe aap charger ya fir UI kitna hi kyu n badal lo. Is accusation ka counter ek hi tareeke se ho sakta hai kii wo Anarc ko scrap krke ek naya hi product bna lein.. Jo unhone poora khud se banaya ho.

part 3

Yhi kia tha Mr Beast ne.

Ji haan.. Aapko yaad hoga kuch hi samay pahle tak he used to heavily promote Beast Burgers. Par aaj wo uska naam tak nhi lete. Aisa kyu?

2020 me VDC yani ki Virtual Dining Concepts naam ki company ne jimmy ke sath tie up kia ki wo Beast Burgers nam se poore US me ek sath ghost kitchens launch krenge. yani ki jo already available doosre restaurants hain unmein ye burgers prepare krke customers ko deliver kiye jayenge. idea kaafi interesting tha.. jimmy ne ise apne channel par kafi jor shor se launch bhi kia. aur lakho logo ne shuruati hafte me hi ise order bhi kia..

par is idea me ek fundamental flaw tha.

quality control ka.

Dekhiye agar quality burgers bnana itna hi asan rhta ki kisi bhi kitchen me unki patty fry krke deliver kr do - to fir McD arbon dollar kharch krke apne outlets kyun khade karti.

launch ke kuch dino mein hi MrBeast burgers mein quality ki shikaaytein aane lagi. Customers ka bharosa uthne laga aur is wjh se Mr Beast ki bhi reputation damage hone lagi.

And because Jimmy is one of the smartest businessman out there, unhone bina samay gavayen publically apni galti accept kari aur turant hi project se hath kheench kar apne naye project Feastables ki taraf mud gaye.

And this is the best thing to do in these kind of scenarios. Drop rather than Fix.

Par aakhir ye itna mushqil hai kyu. I mean simple sa to concept hai - jo nhi chl rha use bnd kro aur kuch naya try kro. Fir logon se ye hota kyu nahi.

Reason hai Sunk cost fallacy.

..... images done on 5/5/25

2010 mein kunal bahl ne apne dost Rohit bansal ke sath milkar Snapdeal ko launch kia tha.

Us tym par India mein Amazone aaya nhi tha aur flipkart hi unka major competitor tha.

Aur unko poori ummed thi ki wo flipkart ko beat kr lenge.

SoftBank, Alibaba, and Nexus Venture jaise kai bade playyers se unko funding mili aur wo kuch hi samay mein India ke major e-commerce player bn gye.

But 2013 mein India mein amazone aayi, jo ki already ek established company thi aur unke paas billions of dollars ke funds available the.

Flipkart aur snapdeal dono ko amazon se gahra khatra tha.

Flipkart ne is problem se nipatne k liye apne distribution ko bahut solid bnane par jor dia. Sath hi Unko ye baat pta thi ki India me abhi smartphones ka craze hai aur ye aur bhi badhega - isliye unhone redmi, Xiami jaisi companies se exclusive contract acquire kiye aur use flash sale krke 2 din ke andar deliver kia.

Wahi doosri taraf snapdeal ne aisa kuch nhi kia balki wo aur bhi nayi companies ko acquire krne mein paise kharchte rhe - like FreeCharge, jisko unhone 400 million dollars me khareedaa.

Unhone amazon aur flipkart se nipatne k liye apne ads mein betahasha paisa spend krna shuru kar dia.

Unko lag raha tha ki ads ke dum par wo market leader bn jayenge.

Par sacchai kuch aur hi thi.

Unke ads to bahut chlte the but unka distribution robust nhi tha to ultimately customers unsatisfied the aur yha Flipkart unko beat kar rhi thi.

Wahi doosri taraf Amazon ne apne cash backup ke dum par bahot kam keemat mein amazone prime launch kar diya tha jisme free delivery ke sath kai movies bhi thi.

Snapdeal ne bhi snapdeal gold try kia par unko paas customers ko dene ko kuch tha nhi.

Unka market share ghatta ja raha tha, aur sabse badi dikkat ki baat ye thi ki wo ye smjh nahi pa rhe the ki aisa kyu ho raha hai.

Wo aur paisa kharchte gye.

Infact CEO Kunal bahl ne august 2016 mein kha tha ki March 2017 tak unki company first number par pahuch jayegi. Us tym par snapdeal 25% market share ke sath second number par thi.

Par aakhir hua kya, Just opposite

Unka market share 25% se ghat kar seedha 4% ho gya aur valuation 6.5 billion dollar se ghatkar sirf 1 billion dollars rah gyi.

Demonetization jb hua, to us waqt bhi wo Freecharge ko establish krne me asafal rah gye, Paytm baazi maar le gayi.

Ultimately jis Freecharge ko unhone 400 million dollar me kahreda tha, use unhe 60 million dollars mein bechna pada.

Uske baad snapdeal ka poora hi downfall ho gya aur ek time par india ki jani mani ecommerce company aaj almost nonexistant hai.

Kunal ne sirf ek galti kari. Jab 2017 mein unke paas ye mauka aa chuka tha - ki fixing ki jgh dropping ki jaye - To wo aisa nhi kr paye, Aur iska khamiyaza unhein millions of dollars ke loss se bhugatna pada.

Wo chahte to Freecharge ko drop krte. Ads jo work nhi kr rhe the usko drop krte. Infact wo chahte to 6.5 billion dolllar ki valuation par Snapdeal ko hi bech sakte the aur profit me nikal skte tha.

Par aisa wo kar nahi paaye.

Aur is ki wajah hai sunk cost fallacy.

Jab hum kisi cheez me koi investment kar dete hai, paise ke form mein, efforts ke form me ya time ke form mein tab fir human nature hota hai ki hum uski kamiyan nhi dekh paate aur usko band krne se darte hain.

Yhi wjh hai ki log UPSC, neet jaise exams ke dasiyon attempt diye pade rahte hain. Loss making dukano ko chalate rhte hain. Pta hi ki unke restaurent me ab log ana nhi chahte - fir bhi khole pde hain. images on 5/5/25

Sunk cost fallacy se bachne k ek hi tareek hai, iske baare mein jan na.

Successful jab hum hote hain to humse phle to duniya ko pta chal jata hai - but jab hum kisi project mein fail ho rhe hote ho, khud hum hi us failure ko accept nhi kr pate hai.

Ab aap isko smjh gye ho to isme fansne sebach jaoge.

Aaage hum ek simple statement ki wjh se huye 70 hazar crore ke loss, Delhi ki multi billion dollar housing scam, Deepinder goyal ki bewkoofi aur Indian startup

ecosystem ke sabse bade fraud ke kisse dekhenge Par uske phle ek behad interesting observation smjhnte hain ki ...

.. kai baar comaniyan success ke josh mein aakar ek simple si mistake kar daalti hai - aur barbaad ho jati hain. aur wo hai hamara second reason -

part 4

2. Line extension -

Dekhiye jab kisi company ka koi ek product successful ho jata hai to unke andar ek irresistible pressure aa jata hai ki kaise bhii krke unhein usi brand ke under ek aur naya product launch karna hai, taki bani hui brand value ko bhunaya ja sake. Ise hi khte hain line extension.

Company ko lagta hai isse profits multiply ho jayenge.

Par hota ulta hai. 99% cases me ye naya product ek big failure saabit hota hai.

Bhavish agrawal ne OLA EV, OLA Bikes aur to aur ChatGPT alternative Krutim AI aur Google maps wrapper Ola Maps jaisi kai cheezon par focus kia aur is chakkar mein unka Ola cabs se hi dhyan hat gaya. Which is in rapid decline slope in terms of quality.

Byju raveendran ke downfall ki story to ham sabne apne apni aankho se dekhi hai - ek time par apne lecture se pachaso hazar ki capacity wala stadium bhar dene wala ye teacher - aaj khatam ho chuka hai. *[insert his last post]*

Hard selling tactics, rough behaviour of agents, financial irrregularities, low quality teachers jaise reason to hain hi - par jo sabse bada reason hai unke barbaad hone ka - wo hai unnecessary line extension.

Khud ke app par focus krne aur use ultra fine krne ki bjya unhone poore india ke coaching business ki khareedne par dhyan dia. Akash ko unhone 1 billion dollar me lia - white hat jr ko 300 million dollar me - Toppr, Great learning jaise 15 se jyad startup ko unhone bahut mahangi keemat par khareeda; wo bhi sirf 1.5 saal ke span mein. Aur in sabka nateeza aapke saamne hai.

Ek din ek successful company ek successful high quality product par focus kr rhi hoti hai.. Wahi agle din aap dekgte ho ki us company ka focus 4 jghon par bant gya hai aur ab ek bhi product acchi quality ka nahi raha.

Infact sirf startups hi nahi - badi aur established companiyaan bhi ye galti karti rahi hain.

Bisleri ne Bisleri pop krke ek soft drinks brand launch kia tha. Jise public ne outright reject kr dia. Public ke dimag me Bisleri ki mineral water wali image ban rakhi thi aur wo usko cold drinks se relate nhi kr paye.

Colgate ne 1980s me ready to eat food business me hath aajmaya tha. Amul ne frozen pizza bechne ka try kia tha.. Ye sare products isiliye fail huye kyuki public ek toothpaste company se khana nhi len chahti.. Ice cream company se pizza nhi lena chahti..

Yhi wjh h ki jo asal mein experienced khildi hain, wo apne naye product line ko ek naye brand ke naam se launch karte hai. Chahe fir se nayi brand vlue bnne mein

kitni bhi mehnat kyu na krni pde.

Reliance ne jab online fashion wear launch kia to naam dia Ajio.. In store launch kia to nam dia Yousta.

Hamleys, Amante jaise brands ko to unhone pooti trah khareed lia hai..aur giorgio armani, gap, Marks and spencer, net meds aue even justdail me b ek majority ownership rkhte hain.. Par aapko kabhi iska pta nhi lgne dete.

Westside aur zudio dono hi Tata ke brands hain.. Par ek doosre aur even Tata ki identity ki shadow kabhi apbe upar nahi aane dete.

Aditya birla group peter england, ted baker, allen solly, louis phillip jaise dasiyon products mein involved hain.. But they keep every brand separate.

Now you know the reason behind these moves. Ki ye businesses naya brand establish krne ka lamba rasta kyun apnate hai..

Par kai baar comapniya kuch aisa shortcut apnati hain - ki unke sath sath customers ko bhi khatra ho jata hai...

Failure reason -3 is

3. Creating more problem than solving

Part 5

..... images 5/5/25

2021 mein jab Bhavish aggarwal ne OLA EV ke models launch kiye the - to jo hype bani thi wo Steve jobs ke iPhone launch se kam nhi lag rahi thi, atleast india ke context mein.

Poore duniya ki sabse badi two wheeler manufacturing facility, FutureFactory ko announce kia gaya.

Women-powered. Fully automated. Solar-powered

Ye sirf ek factory nhi thi - ek statement tha.

Bookings itni jyada ho rahi thi ki website crash ho gayi thi.

Everybody was very eagre to save their money from ever rising petrol prices.

Par is chakkar mein logo ke jaan par ban aaai.

ji haan. Launch ke kuch mahino ke baad hi OLA EV ke ag lagne aur even blast hoe tak ki news aane lagi, jo ki dino din badhti gayi.

Bhavish ne Uber se inspire hokar Olacabs to bna li - par ek aggregator middlman app bnana aur poori ek manufacturing factory bnana do alag alag cheezein hain.

Unke efforts ke poore number the - par quality ke - zero.

Bahut koshishon ke baad bhi Bhavish in incidents ko rokne mein asafal rahe aur eventually unke is dream business ka downfall aav gya. Is saal unki sales last year ke muqaable 75% kam ho gayi hain. <https://www.rushlane.com/ola-electric-feb-2025-sales-decline-75-1200-job-cuts-12519288.html>

..... images done 5/5/25

Isi trah Sahara group ne bhi india ke karodo logo ko lubhavne interest rates ka sapna dikha kar ulta bankruptcy mein dhakel dia tha. Ek time par saharashri ke title ke stah bhagwaan mane jane wale unke founder ko tihar jail me apne aakhiri din bitane pade. Par aakhir me pisya to common indian man hi.

... images 5/5/25

Usi trah Amrapli group ke housing scam ne bhi aam aadmi ka trust aur paisa dono barbaad kia.

Unhone 2011 me DEIhi NCR mein apne projects launch kiye the - jisme indian middle class logon k liye highly affordable apartments available kiye jane wale the. kai middle class logo ne bade badeloan utha kar unko paisa dia - is hope mein ki apni bhi ek chhat hogi.

lagbhag 3500 crore rupay collect huye is trah se. Par ek paise ka bhi kaam nhi hua.

Par un logon ne saara amount apne dossre businesses mein divert kar dia - personal lavish lifestyle mein lga dia - aur ek bhi ghar complete nhi kia.

Unhein bharosa tha ki bcoz of their political connections they won't be catched but aisa hua nhi. Bank of Baroda ne question uthaya aur court ne unka RERA license radd kr saara paisa lautane ko kha.

{expand this line in dramatic way}

Isme bhi ghpla hua aur ek aam aadmi ko na ghar mila na paisa - yha tak ki kuch logo ne to pareshan hokar khud ko hi khtm kr lia.

Aur in dono hi incident mein - chote se lalchki wjh se - Sahara aur amrapali group - dono aaj ki date mein poori trah se mit chuke hain.

Business ke idea generation se lekar functioning hone tak - saikdo steps hote hain. Har step mein aapko ye sochna hai - ki kahi hum solution dene ki jgh koi naya problem to nahi create kr rahe hain. Logon ke trust, paise aur zindagi ke sath koi khilwaad to nhi kr rhe. agar answer sach me NO aaye - tabhi next step ki or badha hai.

Tabhi aap ek long term successful business bna paoge.

Par it's not the case with everyone.

Infact Unfortunately India meinkai businessman ka visin bahut short term hota hai. And that becomes our next reason of failure..

4. Riding a fad - not a trend. (bring it up)

part 6

Dolgora coffee, fidget spinner aur abhi recently Ghibli style images.. Ye aise fads hain jo ki kuch limited samay mein hi poore world me esplode ho jate hain.. Aur utni hi jaldi bhula bhi diye jate hain.

Par problem tab aati hai.. Jab inko hi business bna lia jata hai..

Aise hi kuch smay pahle NFTs bahut jyada popular hui thi.

Bade bade celebs apne NFTs nikaal rhe the. Bored ape, cryptopunk jaisi NFTs viral ho rahi thi.

NFT ka mtlb hota hai - Non Fungible Token - basically aapko ek artwork ki link di jati hai - jise aap hi own krte ho. Log karodo rupay dekar unhein isliye khareedte the - kyuki unhein ummed thi ki unke prices aage ja ke badhenge.

Isi trend ko ride krne k liye Abhay aggarwal ne ek startup launch ki - colexion. Jisme unhone Indian cricketers aur bollywood stars ki NFTs ka ek marketplace create kia tha. Us samy ise hantho haath lia gya aur 2 hi series mein 13 million dollars ki funding mil gayi. He was in cloud nine.

Par kuch hi mahino baad - log NFTs se bore ho gye. Unke prices badhne ki jgh drastically ghatne lage. Logo ki Millions of dollars ka ghata ho gya. Aur sabko ye smjh aa gya ki ye artwork exclusive to hain - par koi real tangible value rakhte nahi. Aur uske sath hi ye startup bhi barbaad ho gya.

Usi trah kuch samay pahle ek aur viral startup aaya tha.

Rohan Seth aur paul davidson ne milkar ek app bnaya tha - Clubhouse. iska idea tha ki logon ko audio only chatrooms provide kiye jayenge aur wo bhi sirf selected users ko invite only basis par.

Inke launch ki time bhi ekdum perfect ki March 2020. Log gharo mein bore ho rhe the - kuch hi smaay mein ye viral ho gya. Elon musk - Mark Zuckerberg jaise log bhi isme active rhne lage. 1 saal ke andar andar weekly active users ki sankhya 10 million se jyada ho gayi aur iski valuation 4 billion dollars ho gyi. Sabko lag rha tha ki ye to Twitter tak ko kha jayega and Rohan Seth will be the new Jack Dorsey.

Par hua kuch ulta hi.

Jaie hi lockdown khulne lage - iske uses ghatne lage. Upar se Twitter ne Twitter Spaces launch krke inki bakhiya udhed di. 2021 ke start mein inke users ki sankhya crores me thi - jo year end hote hote hazaro mein aa gai.

Inhone apne aap ko Bachchan ka bahut try kia - messaging option add kia, Whatsapp ko mimic kia - par sab bekaar. Aaj ye app non-existent hai.

Dekhiye Clubhouse ne bahut si cheezein ek dum sahi kari thi - launch timing perfect thi, invite only hone ki wjh se curiosity factor bhi zabardast tha aur wo well funded bhi the - bas ek galti ho gyi unse - unhein ek proper trend par dhnadh bnane ki بجای fad par dhandha بنا دیا - aur usi ne unhein barbaad kr dia.

Par aakhir iska solution kya hai..

Dekhiye sabse important baat to ye hai ki aapko ek fad aur actual genuine trend me antar smjh aana chahiye. Aur wo tabhi ho payega jab aap ek normal customer ki trah soch paoge.

Ek aam aadmi k liye NFTs ko smjhna aur unpar trust dikhana impossible tha. Unhein ye smjh ni aaya ki aakhir hum lakho karodo rupay sirf ek link ko acquire krne me kyu lagaye.

Usi trah ek app jisme sab log aaps mein baat kr skein..ye koi bahut hi revolutionary cheez nhi thi.. Aise kai social media apps already available hain aur eventually Twitter ne Spaces launch krke Clubhouse ko kill hi kr dia.

Wahi jo genuine trend hote hain.. Wo long term k liye established hote hain..

Zomato pichle 15 saal se operational hai aur abhi recently ja ke profitable hui hai.. Unke utbe saal tak funding milte rahne ka ek reason ye bhi hai ki wo ek inherently persistent trend par based hain.. Jo hai convenience.

Chahe kuch b ho jaye.. Convenience ki value hamesha bne rahegi aur aage badhti hi rahegi. Aur yhi wjh hai ki flipkart, phonepe, oyo, ola, uber, blinkit jaise startups abhi bhi tike huye hain.

Fad aur trend ko alag alag tareeke se smjh ke business krne wala jo sabse smart entrepreneur hao wo hai Nithin Kamath.

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2020 mein jab poora India gharo mein khali baitha hua tha.. Achanak se stock market mein logon ka participation badh gya. 23 march ko huye sharp crash k baad market lagatar upar ja rha tha to sabko ghar baithe kamai krna ka ye ek accha jariya lagne laga tha.

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In a goldrush the most profitable person is the one selling shovels.

Usi trah is rally ka sabse bada fayda ho rha tha Zerodha ko.

Unka customer base aur profitability exponentially badh gya.

2020 ki shuruaat mein unke 13 lakh users the - jo ki 1.5 saal mein hi 1 crore se jyada par pahuch gaye the.

Aur koi enterprenuer hota to turant IPO launch kr deta aur hazaro karod utha leta.
But Nithin was different.

India ki sabse badi discount broking firm shuru krne ke phle wo khud ek trader hua krte the. To unhein apne customers ki trah sochna bahut acche se aat tha.

Unhone khud publically post krke bataya ki wo is surge ko ek fad ki tarah hi le rhe hain aur unhein lagta hai ki kuch hi mahino baad unke users ke number drastically kam ho jayenge.

Unka prediction ekdum sahi nikla aur kuch hi months bad users sach mein bahut kam ho gye.

Fad ko ride krne ke sath hi ek aur galti kuch businessman krte hain aur wo jo reason hai wo kaafi jayada interesting hai is mayne mein ki wo youth yani ki aapse se poori trah se juda hua hai..

5. Failing the Social Media Game

Part 7

In business, its much more important to make place in customer's mind than the Marketplace.. Aur customer ke Mind ko acquire krne k liye jo sabse smooth tareeka hai.. Wo hai social media.

Par at the same time,

Social mdia aisi dodhari talwaar hai - jise agar companies ne acche se use kar lia - tab to multifold profits badhte hai - par agar chook gye - to it's endgame.

Bhavish ne ye galti bhi ki hai. From day one Ola EV ke bare mein kuch na kuch negative tweets aate rhe hain - kabhi late delivery ki, kabhi service failure to kabhi outright burning of vehicles ki. Par ek din jab stand up comedian Kunal kamra ne ise mudda bna kr tweet kia - to Bhavish ne apne product ko defend krne, ya fir services mein improvement ka promise krne ki bjaye - seedhe kamra par hi attack krna chalu kr dia.

ab dekhiye kunal ki language bhi koi bahut appropriate nhi thi. par unka to kuch daanv par laga bhi nhi tha. Jabki is dogfight mein Bhavish ki to poori company hi fasi hui thi. Chahe koi bhi galt ho - nukasaan to Ola ka hi hona tha, aur aisa hi hua bhi.

agle monday ko jab market open hua - to ola ke shares poore 8% down the. A big big blow. Kunal ka kuch nhi gya ulte unko public support, sympathy aur publicity sab mil gayi.

Jabki wahi ek doosre Vehicle manufacturer Anand mahindra ji hain. Unhone apna social media game itna solid rakha hai ki kisi ko bhanak bhi nhi lgti aur unka kaam ho jata hai.

Unke to itne saare vehicles hain, par wo inki baat krne ki bjaye round the year positive, patriotic aur inspiring cheezon par tweet krte rhte hain. Just like a happy dad sending dainik bhaskar news artilces in family whatsapp group.

Isse hota ye hai - ki unki ek bahut acchi image as well as relevancy bani rhti hai - aur jab unka koi nya

Product launch hota hai.. Usko hathon hath lia jata hai.

Jab aap ek company run krte ho - tab aapko bahut hi jyada taul ke apne words bolne hote hain. There's a reason ki aap Mukesh Ambani, Gautam adani aur even apne time par Ratan tata ko koi unnecessary bite dete nhi paoge.

Kuch samay pahle naryan murthi ji ne kah diya ki Indians ko week mein 90 ghante kaam krna chahiye. Ab ye statment aate hi log aag babula ho gye. Infosys wale 2.5 lakh per annum to salary dete hain aur kaam chahte hain 90 hrs ka..har koi twitter par ye sab likhne lga.

Ab in sbse narayan murthi ji ko to kuch farq nhi pda - par L&T ko poore 70,000 crores ka nuksaan ho gaya.

Ji haan. L&T ke CEO SN Subrahmanyam ne bhi apna statement dia ki 90 hrs to kaam krna hi chahiye, sunday ko bhi koi chutti nhi honi chahiye. **How long can you stare at your wife?** aise bhadde statement bhi unhone de daale.

Isk itna outrage hua ki unki poori company ki image toxic si ho gyi. Log Narayn murthi ko bhool kr unko gaaliyan dene lage.

In sab mayhem ke beech mein Indian Navy ne apna 70hazar crore ka submarines bnane ka project L&T se uthakar mazgaon dock ko de dia.

India mein labor law maujud aap waise bhi factories mein working hours apne man se nhi bada sakte. To fir aise unnecessary statements dene ki kya hi need hai.

isi trah kuch samay phle Zomato walon ko ek revolutionary idea aaya ki veg food green boxes mein deliver kiye jayenge aur nonveg red mein.

Bhae Don't fix what's not broken.

Aur kr hi rhe ho to soch kr kro.

Within hours logo ne twitter pr Deppinder goyal ki logic & reasoning ki class le li. Kai societies hai jaha nonveg food ke naam par ladaai ho jati hai - wha ke tenets kya krenge. Aap faltu mein apne customers ke food preferences ko public kr rhe ho - kuch logo ne to casteism ke equivalent krar diya ise.

Par Deepindr goyal is a smart man - unhone 24 ghante ke andar andar ye initiative wapas lia aur bakayada apology issue kri. He drooped rather than fixed.

Dekhiye ek cheez to tay hai.. Ki even agar aap social media ko apne favour me na mod pao..to bhi aapko kabhi bhi ise apne against nhi jaane dena hai. Iska simple sa method hai - do not react to hate comments.

Maruti ko daily basis par criticize kia jata hai ki unke products ki Quality acchi nhi h.. Tin can hain.. Banadar bhi dent mar dega.. Etc etc.

Par maruti kabhi bhi inpar koi react nhi krti.

Kyuki ek to unhein pta hai ki react krenge to aur negative sentiments jayenge. Doosra they are perfectly fine in their position. Wo logo ko kam keemat par high mileage wali reliable car available krte hain, and they are good at it. Aur ye baat unke core customer base ko bahut acche se pta hai.

So they don't need to go out of their way and fight anyone in social media.

Unki jo image hai.. Wo usi me play kr rhe hain aur jeet rhe hain.

The moment they step out of that shadow - they fail.

Kuch samay pahle unhone launch ki thi jimny.

Bahut hi jyada hype ke sath nikal gya tha ye product.. Jisse ye ummed thi ki wo maruti ki Gipsy ki trah successful hoga aur generations tak yad rkha jayega.. Launch ke kuch weeks me hi failure saabit ho gya.. 3 lakh rupay ka discount dena pada. Uske bawjood sales eventually fade off ho gaye.

Par aisa nhi h ki if was an outright bad car. Infact japan mein abhi kuch months phle ise launch kia gya h and there it's having a waiting period of more than 2 years.

To fir ye india me kuu nhi chali..

Maruti ki 2 galtiyon ki wjh se..

Ek to wo apni image se bahar gye.. failure due to line extension

Doosra kisi aur ki jgh ko hathiyane ka try kia.. Dekhiye ek rugged muscular suv ki jo jgh hai indian customers ke dimag mein, wo Thar ne occupy kr rakhi hai.. Use koi hila nhi skta.. Ye aur baat hai ki thar khud kisi aur se inspired hai.. But jisne ekbaar koi jgh capture kr ki..to bas kr li.

Ab aap use hila nhi skte.. Chahe kitna bhi hype bna lo.

Infact when things are going well, a company doesn't need the hype. When you need the hype, it usually means you're in trouble.

Anarc watch again iska ek prime example hai.

Shlok aur Neel ne apne emotional videos ke tbrough itna social media hype bnaya ki end me wo hi unpar backfire kar gaya.

Unki audience young jarur hai but sath mein intelligent bhi hai - aur unhein product ki quality se matlab tha, uske specifications se matlab tha. Jo ki hype ke hisab se bilkul khara nhi utra.

Wahi doosri traf layers ke time pe unhone itna mainstream hype nhi bnaya tha.. Unka product accha tha and eventually logo ne khud hi uski publicity kar di.

2021 ka time yaad kriye jb poora india gharon me baithkar IPL dekh rha tha.. Whitehat junior ke ads hamein har doosre over me dikh jate the.

They were promising ki unse seekh kr 5-7 saal k bacche coding geniuses bn jayenge aur kuch hi saalon me karodo me khelenge.

Abhi ki date mein wo company khud kaudiyon k bhav bik rhi hai.

Ab overhyped hona to fir bhi theek hai - par had to tab ho jati hai - jab Mark Juckerberg jaise log bhi Shameless tactics lagane lag jate hain. Which is our Reason no 6.

part 8

6. Copying Shamelessly

Abhi haal hi me ek movie aayi thi Kesari 2. Ek poet ne ye claim kia tha ki us multi crore budget wali movie ki lines uske poem se uthai gai hai..as it is without any credit.

Business mein bhi ye dhadalle se hota hai.

Infact Shark tank me kuch dino pahle aayi ek company isis wjh se barbaad ho gyi.

Dekhiye India mein sabse jyada copykia jane wala koi agar brand hai to wo hai Bisleri.

Kisi bhi kone mein chale jao..iska koi na koi broken ya changed spelling wala cheap copy mil hi jayega.

Because product simple hai..pani, jo ki hamare khud ke gharo tak mein available rhta hai- khali dabbe hi to bnane hain - wo bhi 2 rupay per piece ki rate par indiamart mein mil jayenge.

But Aquapiya naam ke ek packaged water bottles ke founder ne, naam to copy nhi kia.. Balki branding poori copy kr li.. Wahi green color, wahi shape of bottle.. Wahi designing.

Baat yha tak bhi theek thi.. Had unhone ye kar di ki dukandaaro ko force kia ki jab customer pani mange to wo Bisleri ki jgh unka pani dein.. Cut jyada milega. Aur upar se ye baat wo bade proudly shark tank me b bata aaye. Fir kya tha.. Bisleri ne unpar legal action le liya.. Aur kuch hi mahino me company band ho gyai hai.

Aisa hi ek aur blatant copying ka example hai koo, jise twitter ke Indian alternative ke roopme start kia gya tha. Concept se lekar naam tak..sab copy. Foreign ki chidiya ki awaz ko tweet khte hai.. Wahi koyal ko awaj ko koo..

Ek aur cheez thi.. PUBG ka copy FauG.

Infact Mark Juckerberg ka Meta bhi Twitter ka copy hi hai. And all of these products are flop.

See one basic thing these people are completely ignoring here is the fact, ki log aapka product sirf isliye nhi consume kr lenge ki wo market mein available hai. Usse kahi jyada important hai logo ke dimag mein jagah banana.

Aur us category ke product ki wo jgh already preoccupied hai. Jo ki crack hogi sirf aur sirf ek superior product lane se. Copying se to bilkul nhi hogi.

Infact is reason ko sun ke aapko abhi ek recently launch hua indian creator ka drink brand jarur yaad aayega - kaun sa, comments mein likhna.

7. outright fraud

2016 mein IIM Ahamdabad passout 4 doston ne ek aisa startup idea socha jo ki behad interesting aur extremely useful tha. Unhone India ke unorganised car repair sector ko ek app mein organise krne ki sochi aur launch kia - GoMechanic.

Aapki car bigad jaye to mechanic k liye pareshan hone ki need nhi hai - ek click par wo repair ho jayegi.

Ye Amazone for Car Repairs ka idea itna solida tha ki unhein turant sequoia capital, Tiger global jaise diggazon se huge fundings mil gayi. 40 cities ke andar hazaro garage unhone jode and in no timeThey came in category of soonicorns - soon to be unicorns.

Par ye sab to sirf ek dikhawa tha.

Andar kuch alag hi game chal raha tha.

late 2022 mein wo series D round ki funding k liye Softbank ke paas pahunce. Softbank ne jab apne audiotors se inka audit kraya to unko books mein bhayankar gadbadi mili. .

Softbank walon ke hosh ud gaye. Jb aur investigate kia to pta chla ki bahut kuch irregularities hain, bills bhi inflated hain, jo perfect year on year growth hai wo poori trah se fake hai yha tak ki gomechanic ke kai garag to exist hi nhi krte.

Softbank ne turant deal cancel kr di aur gomechanic ke previous funding partners Tiger global & Srquoia capital ko bhi inform kar dia.

Par India ke startup ecosystem me asli shockwave to tab faili - jab GoMechanic ke founder Amit Bhasin ne ke linkdin post me confess kia - ki wo ek perfect growth dikane k liye overobsessed ho gaye aur unhone janbujh kr ye galtiyan ki.

Aur sirf unhone is galti ki saza nhi bhugti. Unke baad jitne bhi startups in bade investment firms ke paas gye, unhein thorough investigation ke naam par bahut pareshan kia gay.

The moral is clear - perfect business bnane ke chakkar mein ap kbhi bhi aise raste na ikhtiyaar kr lo - jo outright crime ki category mein aa jaye.

OUTRO

I hope ye sare reasons aapko bade interesting lage honge. pr inse bhi jyad intrsting reasons baki hain, agar aap unpar bhi ek video chahte ho to comments mein bta dena. Aur agar aap khud apna business bnana chahte ho to is ye wali video aapke liye must watch hai, turant click karo aapse wahin milta hu. Thank you.

Video https://youtu.be/-cT_h2cywlg

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