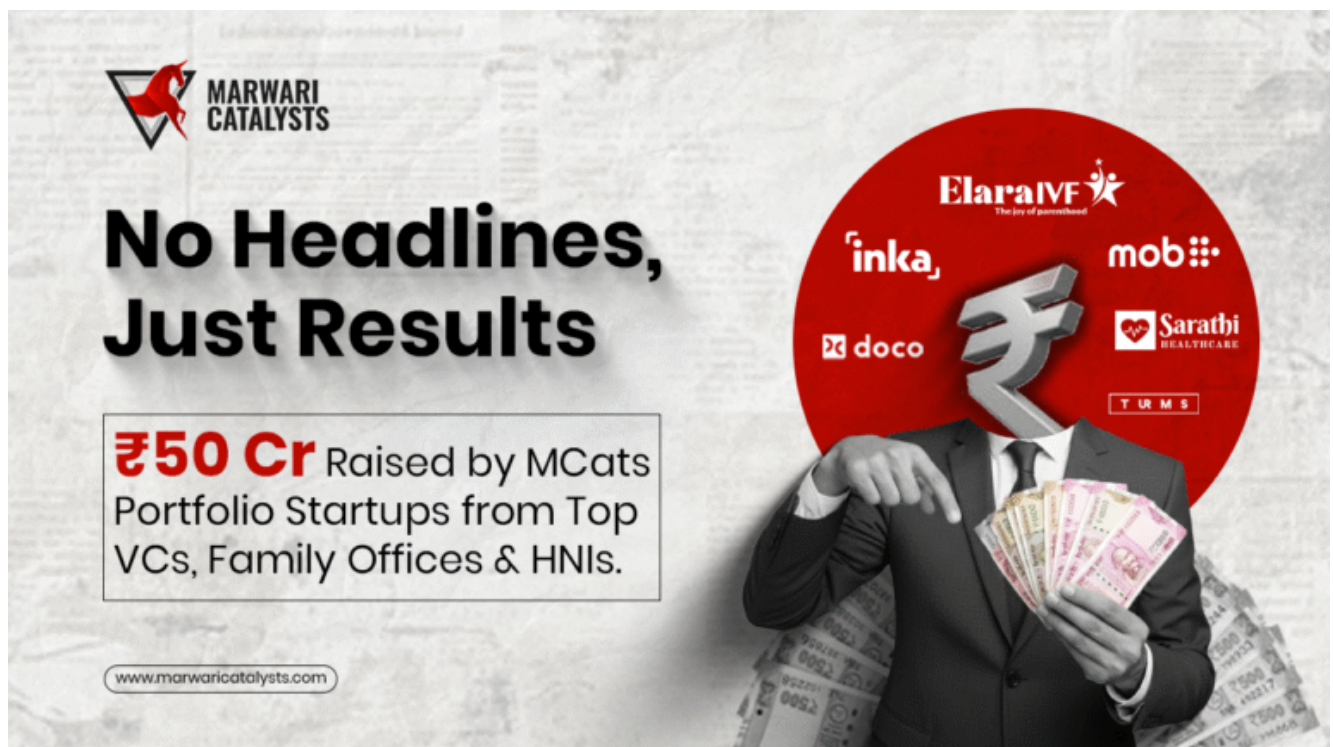


Funding News: Rs. 50 Cr Raised by Marwari Catalysts Portfolio Startups from Top VCs, Family Offices & HNIs

Category: Business

written by News Mall | November 25, 2025

The graphic features a man in a dark suit and tie, holding a large stack of Indian Rupee banknotes. He is pointing towards the text on the left. The background is a collage of newspaper clippings. On the right, there is a large red circle containing logos for 'ElaraIVF', 'inka', 'mob', 'doco', and 'Sarathi Healthcare'. A large 3D Rupee symbol is also present. The Marwari Catalysts logo is in the top left corner.

MARWARI CATALYSTS

No Headlines, Just Results

₹50 Cr Raised by MCats Portfolio Startups from Top VCs, Family Offices & HNIs.

www.marwaricatalysts.com

Scaling Impact from the Ground Up: [Marwari Catalysts](http://www.marwaricatalysts.com)' startups secure strategic funding across emerging sectors from SIG Tattva (Home to Hindware), GVFL, Antler, 35North, Vitalis Capital, IPV & Malpani Venture.



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50cr raised by Marwari Catalysts portfolio startups

MCats Accelerator and Venture Studio continue to drive investor confidence in founders across healthcare, sustainability, AI, and consumer brands – a positive signal for India's evolving startup landscape.

Funding Across High-Impact Sectors

The raise spans a diverse set of emerging industries, each addressing pressing challenges and opportunities in India's heartland:

- **Affordable Fertility Care (Elara IVF)** – designed for aspirational Tier II markets.
- **Fintech-Enabled B2B E-Commerce Platform for Building Materials (Mad Over Building).**
- **Insurtech (Inka)** – redefining insurance access for India's underserved communities through digital

innovation and simplicity.

- **Healthtech (Sarathi Healthcare)** – elderly care platform enhancing dignified, last-mile access to healthcare and assisted living.
- **Consumer Brands (TURMS)** – intelligent wear engineered with advanced fabric technology, designed for comfort, performance, and the Indian lifestyle.
- **Mobility & Logistics (DOC0)** – overcoming non-metro transport and supply-chain gaps.

More details will be announced soon. Investors include angel investors, family offices, impact funds, and corporate innovation teams – signalling broad cross-sector confidence in the MCats approach. This is also a strong validation that family offices and HNIs are increasingly interested in the venture studio model.

Founder's Perspective

*"This is not just capital—it's validation," said **Sushil Sharma**, Founder of Marwari Catalysts Group. "These startups are solving real problems, building for real India, and showing that innovation isn't confined to geography."*

A Larger Shift in the Ecosystem

This consolidated raise reflects a wider shift in investor mindset—from chasing valuations in metros to backing sustainable, scalable ventures emerging from India's smaller cities. For MCats, it reaffirms its mission to bridge the gap between opportunity and origin, ensuring talented founders are

discovered, funded, and scaled.

About Marwari Catalysts

Marwari Catalysts Group (MCats) is one of India's fastest-growing startup ecosystem player (Accelerator and Venture Studio), with mentors with skin in the game supporting 100+ early-stage ventures across 20+ cities backed by SEBI-approved CAT-I AIF. MCats provide capital, mentorship, and global market access to founders. Its portfolio has already created 5,000+ jobs while driving inclusion through 35% women-led startups and successfully done 11+ exits. We are headquartered in Jodhpur with regional offices in Mumbai, Bengaluru and Jaipur.

[Welcome to MCats Family!](#)

