

Revolutionizing India's Startup Ecosystem: Sushil Sharma's Vision for Tier II and III Cities

Category: Business

written by | December 5, 2024



[Sushil Sharma](#), a visionary leader and CEO & Founder of [Marwari Catalysts](#), is on a mission to redefine the landscape of India's startup ecosystem by empowering entrepreneurs beyond the country's major cities. With a deep commitment to transforming the narrative around innovation in Tier II and III cities, Sushil works closely with founders, understanding their unique challenges and aspirations. He does not just advocate for growth in these regions; he lives in them, embodying his belief that these cities hold untapped potential for creating the next wave of successful startups.



Meet Sushil Sharma: Revolutionizing India's Startup Ecosystem and making Rajasthan the change catalyst of the startup world

Sushil Sharma entered the industry by investing in startups, facing a few setbacks early on but refusing to quit. Over time, he evolved from a struggling founder to an angel investor, now recognized as the most influential name in the startup ecosystem.

Marwari Catalysts: A Hub for Scalable Growth

Marwari Catalysts, India's fastest-growing Startup Accelerator & Rajasthan's biggest Ecosystem Player, has established itself as a powerful player in fostering innovation and scaling businesses. As Rajasthan's first SEBI-approved CAT-1 AIF, it provides unparalleled resources and mentorship to help startups with established revenue after histories grow 10X to 100X. With a team that includes successful founders, industry experts, and professionals who have been instrumental in building unicorns, Marwari Catalysts offers startups the support they need to become formidable ventures. The organization bridges the gap between traditional businesses

and new-age ventures, creating opportunities for mutual growth.

Global Reach and Mentors with Skin in the Game

Under Sushil's leadership, Marwari Catalysts supports a diverse portfolio of over 90+ startups and 500+ co-founders clubs, connecting them with international markets in the US, UK, and the Middle East. This global outlook helps entrepreneurs from smaller towns tap into opportunities across the globe.

One of the accelerator's key strengths lies in its pool of mentors, who not only offer expert guidance but also have a stake in the startups they support. This hands-on involvement nurtures accountability and drives growth. *"Our mentors have skin in the game; they understand the challenges firsthand and provide tailored guidance to our founders,"* says **Sushil**. The success of Marwari Catalysts is evident in its track record, where successful exits significantly outnumber failures, proving its reliability as an accelerator.

Several startups from Marwari Catalysts have made waves on Shark Tank India, securing funding and receiving immense appreciation from the Sharks. In Season 1, Nuskha Kitchen impressed with its health & wellness solutions; in Season 2, Jaipur Watch Company showcased its bespoke luxury craftsmanship; and in Season 3, TURMS stood out with its NanoTech approach. These success stories highlight Marwari Catalysts' knack for nurturing impactful startups.

Empowering Women Entrepreneurs

Inclusivity is a core tenet of Marwari Catalysts, with women entrepreneurs making up 35% of its portfolio. Sushil believes that women are key to creating a resilient and innovative India. He advocates for equal access to mentorship and resources for women, creating a more equitable business ecosystem. *"Women entrepreneurs are critical for building a*

stronger, more diverse startup landscape,” he emphasizes.

Resilience Through Crisis

The COVID-19 pandemic brought unprecedented challenges, but it also showcased the resilience of startups in Tier II and III cities. Entrepreneurs in these regions leveraged digital transformation to find new avenues for growth, positioning themselves for long-term success. *“Startups in Tier II and III cities were already well-positioned for resilience,” Sushil notes. “The pandemic opened doors for them, particularly with the rise of AI, IoT, and remote work solutions.”*

Building a Global Startup Ecosystem

Marwari Catalysts, founded in Rajasthan, has expanded its reach and influence globally. Today, it serves as the backbone of India’s startup ecosystem, providing entrepreneurs with the resources they need to thrive on the world stage. Sushil envisions Marwari Catalysts as a key player in bringing global startups to India through reverse engineering, creating a bridge between Indian entrepreneurs and international markets. *“We aim to position Indian startups as key players on the world stage,”* he asserts, underscoring his vision of India becoming a global economic powerhouse.

A Future of Limitless Possibilities

Sushil Sharma exemplifies how immense potential lies beyond India’s metropolitan cities. From small-town roots, he has risen to lead the fastest-growing startup accelerator in India, reflecting his commitment to creating an environment where talent can flourish. *“Creating value is essential for building meaningful relationships, and collaboration is the most powerful growth strategy,”* he explains.

As the Indian startup ecosystem continues to evolve, Sushil Sharma’s efforts to empower entrepreneurs from smaller towns are helping shape an innovative future without boundaries.

Through Marwari Catalysts, he is laying the foundation for an inclusive and dynamic entrepreneurial landscape, where talent from India's tier 2 and 3 cities converges to create lasting impact.

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