

# How this start-up ended up generating 15 Cr of orders in less than 20 Months.

DELHI, DELHI, INDIA, May 11, 2017 /EINPresswire.com/ -- We live in the age of start-ups. India has seen a sharp increase in number of start-ups in the past 3 years. Only a few see the light with investors backing them, while 90% of these shut down within 6 months or struggle to power through. Yerha.com is a bootstrapped start-up and has sailed through its loyal customer base under the nose of the competition. The company is indulged in e-tailing unique gadgets, gizmos & exclusive consumer electronics products in India.

“We had a real humble beginning, in fact it all started in a 6X6 room at my office and that too only with a small team, says Mani Kant Jain the Managing Director of the company. “It was a child of passion and hard work, and we kept on going back to the drawing board if we thought we have not got it right till we finally did!”

“I think Because we were both extremely passionate about technology that everything just clicked and we finally got our act together when the Kickstarter Projects started coming our way and we locked them in” says Himanshu, COO, a graduate from London Business School.

The duo expanded real soon and put a small team together with a key eye on focus and built everything in house, from design to technology to digital marketing.

The key to the nascent success has been due to the ability to scout great products and amazing the Indian audience with such cool gadgets. “I have been working on 2 time zones since the inception of Yerha.com to synchronise with our partners in the western part of the world and with the hearty response that we have been able to achieve has been due to the sweat and hard work we put in initially.” Mani says.

The company does everything in house specially their digital marketing and social media activities



and has found a peculiar recipe for success by boycotting out sourcing and keeping vital activities of the business close to their heart. This is giving a new meaning to jugaad innovation wherein new start-ups are innovating their business models with smaller team and reaching to the doorstep of customers, Pan India, with the power of social media.

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