



**Mr. Tushar Kansal**

Founder CEO

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**Issue Date:-**

**AUGUST 2021**

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## Tell us about your educational background?

**Mr. Tushar Kansal:** I have completed Executive Education from Harvard Business School, an MBA in Finance from the University of Delhi, and B.Tech (Textiles) from Technological Institute of Textile & Sciences - Bhiwani, which is affiliated to the “Textile Institute Manchester, UK” and part of the leading Industrial & Education house in India “The Birla Group”. A major part of my Schooling has been at Montfort School, Delhi.

Tushar Kansal on Latoken Venture Capital Tv (VCTV) - [https://www.youtube.com/watch?v=5ByI\\_84h1WY&t=1587s](https://www.youtube.com/watch?v=5ByI_84h1WY&t=1587s)

## How did you begin your career? Was it in conjunction with the present role that you have taken up?

**Mr. Tushar Kansal:** I got campus placement from Engineering College at Indo Rama Synthetics, a big poly-staple fiber manufacturing company at Nagpur. But I soon realized that I wanted to be either in IT or Finance. So I prepared hard for MBA Entrance examinations and got through MBA in Finance at the University of Delhi. I got campus placement in the M&A division of SBI Capital but post my MBA, I co-founded an Education company called KITES which trained high school students in IIT entrance examinations. The company grew to 800 students and 3 centers in North Delhi and I got a very good exit when we sold it to Narayana Institute in 2006. For the last decade, I have been in a leadership role, driving Business, with large companies and as an entrepreneur.

At Deloitte, I executed Private Equity assignments/ Valuations & Financial Advisory. At Brand Capital, I was part of the team investing across companies. At MTS India, as head of the Debt division, I was instrumental in raising almost \$2.5 billion of debt in 3 years and handled all round Financial goals as CFO of DLI, including compliances towards the PE Fund Guggenheim, as the main investor and owner. I am the Founder of Kansaltancy Ventures, an Investment Management firm as also Saffron First, a Startup Network/ Fund, and all the roles played by me have deeply helped me in executing my present professional journey.

Tushar Kansal at MSME & Startup's Forum Bharat - [https://www.youtube.com/watch?v=5ByI\\_84h1WY&t=1587s](https://www.youtube.com/watch?v=5ByI_84h1WY&t=1587s)

# Kansaltancy Ventures

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Tushar Kansal at CXO Genie/ Founders Genie/ Inflection Point Ventures - <https://www.youtube.com/watch?v=kG6uCsRUBJU&t=3080s>

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## Tell us more about your journey?

**Mr. Tushar Kansal:** My social media links are at Linktree - <https://linktr.ee/tusharkansal> and my Corporate website is [www.Kansaltancy.com](http://www.Kansaltancy.com)

I founded a startup Indus B2C Global in 2013. It was a startup into the B2B consumer space. The product was Human Hair extensions which are sought after by mostly women of African origin. It was during my time with this startup that I realized the gaps between what startups need and what companies are offering to help the startups.

I quit full-time Management of this startup and became a financial investor. That's when I launched Kansaltancy Ventures – we assist startups and growth-stage companies with equity fundraising, debt, mergers, and acquisitions, and mentoring. We also help in getting business for the startups which we handhold.

A large part of my work at Kansaltancy Ventures is doing webinars and helping founders and team members of aspiring startups, reach their goals.

Today, I have made a lot of progress in creating an ecosystem in this field.

I am a Mentor and Judge at Entrepreneurship cells of IIT-Mumbai, IIT-Delhi, IIT-Chennai, IIT-Kharagpur, IIT ISM-Dhanbad & such marquee Institutions. I have expertise in Financial & Business Advisory, Fundraising & creation of docs/ collaterals for VC Funding.

I am a Venture Advisor with Loyal VC, the INSEAD-led Canadian VC Fund, having a core portfolio of over 160 investments in more than 35 countries. I am also a Partner with GSD Venture Studios, a Silicon-valley based Venture Builder.

Over the years, I have arranged Funding for startups & growth-stage companies in diverse sectors like EdTech, FinTech, Consumer B2C, B2B & D2C, AgriTech, Disruptive & DeepTech as well as non-tech sectors. The full list of 40+ Recommendations are on LinkedIn

My expert opinion is often sought by leading business news channels and publications like CNN-News18, VCTV, Business World, Business & Economy, Qrius, and Digital Market Asia. I have come on 150+ talks - Just check on YouTube, VCTV streaming site <https://latoken.com/vctv/investor/1040> & [Kansaltancy.com](http://Kansaltancy.com)!

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Tushar Kansal at SupportersFund- Open Source Network (OPN) - <https://www.youtube.com/watch?v=3svbp6srg98&t=1137s>

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## What are the offerings of Kansaltancy Ventures?

**Mr. Tushar Kansal:** Kansaltancy Ventures (<http://www.Kansaltancy.com> and <https://www.linkedin.com/company/kansaltancyventures>) is an investment management and advisory firm into Equity fundraising, fundraising for VC Funds, Debt, and Mergers & Acquisitions. It has years of experience Growth Companies to prepare for the unknown while meeting their needs. Our verticals:

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Tushar Kansal at Open Source Network (OPN), Supporters Fund, Canada - <https://www.youtube.com/watch?v=ARABf37jQXs&t=434s>

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- Funding: Equity & Structured Debt Planning & Pitching to Investors
- Mergers & Acquisitions
- Pitch Deck Preparations & Presentations
- Business Plans & Project Plans Preparations
- Start-Ups & Growth Strategies & Planning
- Go-To-Market & Digital Marketing Strategies
- Financial Strategic Planning & Analysis
- Strategic Planning & Execution Advisory
- Business Valuations Advisory

As an independent Growth delivery firm, we can access many different Funding Options so that the customer can get the right Funding and services

Saffron First (<https://www.linkedin.com/company/saffronfirst>) is a Global Crowdfunding/ Angel Network & Fund, headquartered in Singapore, crafting investments in APAC/ India & providing domain specialists, capital & an ecosystem of strategic partnerships

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Tushar Kansal at Silicon Valley Startup event - <https://www.youtube.com/watch?v=gZNzxnwQJRk>

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## What advice would You give to youngsters wanting to follow you so that they do not face similar issues?

**Mr. Tushar Kansal:** I would give the below mantras:

- Focus on skilling yourself – reskilling, upskilling, and staying relevant to developing trends in your work area all the time
- Interact with good human beings who are also specialists in their fields. Attend webinars on specialization topics, go meet people and develop mentors in your field
- Don't run after degrees and certificates
- Focus on a field and master it completely. Develop core competence
- Don't run after money, let it come after you
- No ambition is small – each person is unique and is God's creation

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Tushar Kansal at Startup Grind, Asaba, Nigeria - <https://www.youtube.com/watch?v=ey2xhLnG3rM&t=2s>

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## How do founders and new entrepreneurs get in touch with you? How do they reach you?

**Mr. Tushar Kansal:** I am reachable on my LinkedIn – <https://www.linkedin.com/in/tusharkansal/> or email [tk@kansaltancy.com](mailto:tk@kansaltancy.com)

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Tushar Kansal at panel discussion on Co-working, Co-living at Starterbites Ventures - <https://www.youtube.com/watch?v=GXdEAYOCwb4>

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## What all factors should a Founder keep in mind once he/ she starts fund-raising?

**Mr. Tushar Kansal:** The foremost factor for a founder or a teammate who is looking for equity funding is

to have an internet presence/ a Google presence. Anybody who searches your name or your company's name on Google, the first 10 and 20 results should give the person a good idea about what you do, why you do, and what is your passion. For that, you need to write a lot, blog a lot - you can write a blog on medium.com or you can have your videos on youtube.com or you can have some speaking engagements. Some websites can cover your work area and profile. The second part is that you need to establish good relationships with select investors and the founders of the investee companies of these investors.

You should go to events, and nowadays the events are being held online. So you can go to these events, ask questions, and then add the investor, on LinkedIn. When you add an investor on LinkedIn, you send them a personalized invite, so that they understand where you are coming from.

Once you are in touch with these investors, you can ask them about their investment thesis, and in most cases, the investment thesis is given on the website of the investors. The best way of approaching these investors is through the founders of their investee companies.

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Tushar Kansal at Incubate IND - <https://www.youtube.com/watch?v=GfXa8AzS9xA&t=3900s>

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## As an entrepreneur you must be having a lot of pressure and stress. What works best for you to handle the pressure and stress?

**Mr. Tushar Kansal:** If any human being finds full expression of who he is, always, he will find success. If you compare yourself to somebody in another completely different area or arena of activity and put the numbers together, those numbers may be bigger – that's not the point. In your area of life, finding full expression is a success.

Most people think it is their job, their family, their life situations, the taxes, and the unpaid bills that are causing stress. But essentially, stress is your inability to manage your system – your body, mind, emotions, and energy.

The right and the best way I handle stress and pressure is:

- Do Yoga – Yoga means union with the divine, the omnipresent. The whole effort of aligning your body, and the resultant effect it has on the mind, is there to realize and experience
- Do meditation – practicing widening the gap between the mind and the moment leads to calmness and stillness! Be as still as the tree, and that is possible with meditation
- Practice a life lived with high values – living an honored life is aligning with life's higher purpose and it leads to peace of mind
- If fight you must, take the example of Bhagwad Geeta – ensure you are fighting for the right cause and the right side
- Be with nature from time to time – sitting beside a whistling tree, or a placid lake or walking bare feet, is an act of supreme bliss

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Tushar Kansal at Frontrunners Inc., Mary Kurek - <https://www.youtube.com/watch?v=DTmmHgXdTyY&t=1152s>

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## What is the Startup and Funding scenario in India as of now?

**Mr. Tushar Kansal:** India's startup domain is poised to gain further momentum after the unprecedented funding boom created 20 unicorns or private firms valued at \$1 billion or more, this year.

By 2025, the Indian startup ecosystem is set to witness three-fold growth in valuation and a substantial rise in the number of Unicorns, which currently stands at 59, according to a report by early-stage venture capital fund 3one4 Capital.

The number of startups will jump to 100,000 in 2025 from about 55,000 currently, the report said. They

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Tushar Kansal at MentorKart, Ashish Khare - [https://www.youtube.com/watch?v=b-9\\_JX9u9hM&t=168s](https://www.youtube.com/watch?v=b-9_JX9u9hM&t=168s)

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will attract investment of a whopping \$100 billion between 2021 and 2025, employ 3.25 million people and become the second-largest ecosystem in the world after the United States, it said, adding that India will be home to over 150 Unicorns.

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Tushar Kansal at MFL EduClub - <https://www.youtube.com/watch?v=dPqxAlExucw&t=1612s>

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## What's the exit strategy universe looking now that Zomato had a bumper IPO and others have lined up to get listed on Indian Stock Exchanges?

**Mr. Tushar Kansal:** For long, the exit options available to the Indian investors or the global investors in Indian companies were very limited.

First, they wanted to do an IPO on the Indian stock markets, but because of SEBI regulations that 50% of the IPO should be reserved for retail investors, meaning with a cheque size of fewer than 200,000 rupees, it became very difficult to launch big IPOs and given the fact that these New Age tech companies command a huge valuation, the IPOs never came. There was only an odd one, the IPO of Infibeam.

Then, the investors looked for follow-on investments and doing a secondary sale of their shares in these follow-on investments, but that is not always a very smart strategy because it gets you a less valuation. Ideally, an investor would like to exit at the peak of the valuation.

So, the investors sometimes looked for getting the company or the founders to buy back the shares by giving them the required IRR (Internal Rate of Return), but that always has not been the ideal strategy, and there have been very few cases where that has happened.

A lot of investors are doing the strategy - you invest in my company and I invest in your company. And many times, Mergers and Acquisitions, so you know we had some combinations like Housing.com merging with PropTiger.com

The most exciting thing recently is the opening of the Indian stock market, to new age Tech companies - the first New Age Tech company to get listed on Indian stock markets is Zomato. It is commanding a very good valuation after listing, and that has given hope to a host of new-age tech companies like PolicyBazaar, PayTM and others to use this route.

When Jio of Reliance was soliciting investments from big foreign companies like Google and Facebook, there was a report which said that Indian companies would be allowed to list on foreign exchanges. And that gave a big fillip to the valuations as well. We are yet to hear more on that subject. It seems that there has been some held up.

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Tushar Kansal speaking on what Investors want - <https://www.youtube.com/watch?v=VpJBQ1YB6X8&t=1341s>

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## What is your advice to any Global investor on how they can structure their investments in India?

**Mr. Tushar Kansal:** While structuring any investor's investment in India, typically a global investor, we would recommend basic factors like tax benefits, ease of business, and other factors like the cost associated with each activity.

If a company is setting up shop in India, the best structure which we suggest is - incorporate a holding company in Singapore. India and Singapore have a Double-Taxation-Avoidance-Agreement (DTAA),

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Tushar Kansal at Dr Abhinav Saxena's show on Cloud Kitchen - <https://www.youtube.com/watch?v=Gwb7u8bH2r0>

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Tushar Kansal at Startup Monk - <https://www.youtube.com/watch?v=AHQ7EYpFxn8>

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and the capital gains tax in Singapore is Zero! Singapore has access to huge liquidity, which means a lot of money is available for investments. So in the future, one can make investments in the holding company in Singapore. Also, there is a lot of ease of business in Singapore, so it is very easy to set up a holding company in Singapore.

Walmart bought Flipkart for \$21 billion – one big reason was that Flipkart had a holding company in Singapore!

There is also a strong intellectual property ecosystem in Singapore and money available by collateralizing your intellectual property is very easy in Singapore. Singapore ranks number one globally in the ease of getting funding against intellectual property. The Intellectual property of the company can be filed in Singapore itself.

While India ranked 63rd overall in the World Bank Ease of Doing Business rankings, it ranked a poor 163rd in enforcing contracts. Because the holding company is in Singapore, one can use Singapore-based arbitration clauses and Singapore-based legal agreements to sign up contracts.

Secondly, form a subsidiary company in India. Keep human resources from India, as they are cheap and skilled and talented - hence keep back-office staff in India.

The income tax rate in India is 30% and for a small amount, it is 20%. But the Income-tax in Dubai, UAE is Zero! So the top management of this company can be based out of Dubai, so that the taxation, top Management incurs is Nil.

- **Year of Founding:** 2015
- **Funding Information:** Bootstrapped
- **Founding Members:** Tushar Kansal
- **Office Locations:** Delhi, Singapore, Dubai
- **Company Strength:** 11
- **Website:** [www.Kansaltancy.com](http://www.Kansaltancy.com)

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Tushar Kansal at Startup News FYI, Madhur Malik - [https://www.youtube.com/watch?v=DJj7k9ZQF\\_g&t=1762s](https://www.youtube.com/watch?v=DJj7k9ZQF_g&t=1762s)

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Be in touch with Kansaltancy Ventures

