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A STUDY ON SHARK TANK INDIA! A FUND RAISING PLATFORM FOR ENTREPRENEUR'S

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KEYWORDS: Entrepreneurship, Founders, Investments, Pitching, Start-ups, Shark Tank India.

ABSTRACT
Shark Tank India reality show is much more than entertainment content. It has become a phenomenon in culture for entrepreneurs and startups to raise funds to grow themselves in their current market segments of their industry. It is a reality television series that puts businessmen in front of venture capitalists that are called sharks on the show, who make suitable investment decisions considering the pitches and product narration by the founders of the startups. Shark Tank India has profound impact on how entrepreneurs' approach for obtaining funding, promoting their particular brands, and expanding their businesses across cities or globe. Because of the show, the pitch competitions and crowd funding have grown drastically in popularity. The research study focuses on how Shark Tank India as a reality show that offers start-ups and aspiring entrepreneurs or founders and co-founders, a helpful platform to grow. The study has also highlighted the sharks of Shark Tank India and the stardom products they have invested in.We'll also talk about the benefits and drawbacks of the business reality show. You cannot disregard this study regardless matter whether you are a start-up, founder seeking motivation or want to raise funds for your company or a serious follower of this reality show.

INTRODUCTION
The original Shark Tank reality show was produced by Mark Burnett as a reality show that was first broadcast in America on 9th August 2009.The Shark Tank America has success of 15 seasons at present and still being telecast on the American televisions. Then it expanded to India as Shark Tank India. The first episode of Shark Tank India was broadcasted on 20th December 2021 on Sony Entertainment Television and SonyLIV OTT app. It has aired 109 episodes till now with two successful seasons and third season that aired on 22nd January 2024 and is still continuing to be broadcasted on Sony Entertainment Television and SonyLIV from Monday to Friday at 10pm at night for one hour and on SonyLIV OTT app it is for 42 minutes per episode only. It is the only reality show that allows the aspiring entrepreneurs to present themselves with the opportunity to pitch for their start-up and innovations, to a set panel of judges. This reality show features a well-known team of potential VC investors that are known as "sharks" on the show, they listen to types of different pitches made by the entrepreneurs and founder and co-founders of the startups who present themselves on the show for raising funds for their business to grow with these potential investors who run their extremely successful huge organizations. The Shark Tank American Sharks are Mark Burnett, Mark Cuban, Barbara Corcoran, Lori Greiner, and many more. The Shark Tank Indian Sharks are as follows NamitaThapar, Vineeta Singh, Aman Gupta, Peeyush Bansal, Ashneer Grover,Anupam Mittal and Amit Jain.

The format of show supports the founders who represent themselves as contestants in the show have opportunity to make a suitable pitch to the sharks in the show, who then have the sweetest opportunity to invest in the contestants' startups or well settled small or medium scale business. Then sharks make a counter offer of their own to the founder of the company after understanding the and offers a equal or higher or lower amount of money to be invested in their company in exchange for percentage of equity shares of their company and sometimes the offer on pitch is a certain amount as investment and a debt of amount on a certain rate of interest for n number of years, or other combinations that suits the shark and the founder of the company. The founders who represent themselves as contestants in the show also has his /her chance to negotiate with well-known sharks in order to make a win – win situation for both to seal the best deal for them on show to receive the investment cheque on the spot. Shark Tank India has recently accumulated a 65 to 75 crore in the investment's deals offered and contracts made in the show. Numerous businesspeople and entrepreneurs have found success in the start of their careers because to Shark Tank India. They also received priceless guidance and experience from few of the nation's most prosperous businesspeople. It is essential for obtaining the funds needed to launch the company, evaluating

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different business concepts, and seeing it through to completion. This well-known reality show with a startup theme inspires people all throughout the country to have bigger dreams. It encourages budding business owners to follow their aspirations; the program has grown to be a popular favorite.

OBJECTIVES

- Explore the impact of Shark Tank India.
- To explore the sharks of the reality show Shark Tank India.
- To explore the stardom products from Shark Tank India.

RESEARCH METHODOLOGY

Numerous commonly utilized qualitative and quantitative approaches were used for the investigation of this study. This study employed survey questions specifically created to gather data in addition to primary data. Ten questions concerning the reality show Shark Tank India were presented to the research study respondents, depending on each of the three seasons of the show. The respondents had plenty of time to review the questionnaire, make sure they understood it, and ask any questions they might have had regarding the study or the questionnaire before completing it. The one hundred participants in the research, all hailing from Mumbai, a renowned Indian city, embodied all conceivable lifestyles. All of the respondents gave their responses for the study.

SHARKS OF THE REALITY SHOW SHARK TANK INDIA

Ghazal Alagh

She is the founder of Mama Earth a very popular beauty brand. Her brand manufactures several products specifically for babies and mums and her brand products are manufactured from all natural raw products. In the reality show of Shark Tank India , Ghazal Alagh was only present for 8 episodes from which she was able to seal 7 investments of Indian Rupees 1.2 crores.

Anupam Mittal

As a owner of matrimonial website, Anupam Mittal's shaadi.com is well-known in the Indian community. It facilitates the gathering of like-minded individuals. In addition, he makes investments in Bollywood movies, and serves as the CEO and creator of the people group. In the episode, he plays a shark who has invested Rupees 5.338 crores in 24 entrepreneurs' companies.

Vineeta Singh

This Indian business woman is the CEO and co-founder of SUGAR Cosematics, a well-known cosmetics company. She was acknowledged as a rising star in Indian industry. In addition, she received the 2020 Economic Times 40 Under Forty Award.

Despite not appearing in every episode of Shark Tank India's first season, Vineeta was able to close a good number of deals—a total of 15 deals and brands that she invested in. Vineeta Singh paid Indian Rupees 3.042 crores as a investment.

Aman Gupta

Aman Gupta, a self-made businessman, is Chief Marketing Officer and Co-Founder of Boat. Popular earbud and headphone manufacturer Boat also sells smartwatches and other wearable lifestyle products. In addition to his own business, he has also interest in investing in other businesses, such as 10Club, a promising roll-up company. Aman was the Shark on the reality show who made the biggest investments in the entrepreneurs competing. Aman gupta invested in 28 brands, spending a total of 9.358 crores of Indian Rupees on them.

Peyush Bansal

Peyush is a highly successful entrepreneur in India, with an estimated net worth of 600 crores Indian Rupees. His company, Lenskart, is an eyeglasses brand with outlets throughout India and plans to open overseas locations. Bansal invested a total of 8.297 crores Indian Rupees in the show that he collectively spent on 27 brands.

Namita Thapar

One of the most prosperous female entrepreneurs in India is Namita Thapar. She is connected to numerous foreign businesses and serves as the CEO of Emcure Pharmaceuticals. Similar to GSK and Guidant Corporation, where

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she performs a variety of marketing and financial functions. The female businesswoman paid around Rupees 6.383 crores in investments for her 22 brands on the show.

Ashneer Grover

Ashneer Grover is among the youngest billionaires in India. He is the managing director and co-founder of the Indian finance startup BharatPe app. That serves India's "Kirana" businesses and small retailers. Consequently, this enables companies to process and receive payments using UPI at no cost. Grover paid about Indian Rupees 5.383 crores for the seasons of Shark Tank India, closing 21 agreements in total.

STARDOM PRODUCTS FROM SHARK TANK INDIA

Beyond Snack (Kerala Banana Chips)

The company was founded in 2020 by Mr. Manas Madhu. The company is pleased to provide its Kerala Banana Chips consumers with a genuine munching experience. Many homes now keep these chips on hand as a staple because of their distinct flavor and crispy texture. Beyond Snack is dedicated to offering its clients the best goods possible, crafted from the best raw ingredients, while upholding the strictest hygienic regulations. Beyond Snack has added intriguing new flavors including Peri Peri, Salt & Black Pepper, and Sour Cream Onion & Parsley to its lineup in addition to the classic flavor. These new flavors provide a unique spin on the traditional banana chip, giving consumers a chance to try something different without sacrificing their favorite flavor. Beyond Snack takes pride in providing its patrons with snacks that not only taste great but also adhere to its exacting standards for hygienic practices and quality. Their authentic Kerala Banana Chips provide clients with a gratifying and delectable snack that they can feel good about.

The founder of Beyond Snack (Kerala Banana Chips) Mr.Manas Madhu had featured in the reality show Shark Tank India on Season 1 Episode 8. Beyond Snack (Kerala Banana Chips) was one of the many snack food brands that had appeared on the reality show Shark Tank India. On the reality show, Beyond Snack (Kerala Banana Chips) founder Mr.Manas Madhu pitch was for 50 Lakhs for in return of 2.5% equity for the sharks who invested in his venture. Two Shark's on the reality show that are Ashneer Grover the co-founder of Bharat Pe and Aman Gupta the co-founder and chief marketing officer of boAT offered Mr.Manas Madhu a investment of 50 LakhsIndian rupees for a stake of 2.5% of Mr.Manas Madhu brand Beyond Snack (Kerala Banana Chips). Which Mr.Manas Madhu accepted that offer for his future growth in D2C market of banana chips snack segment market in India as he wanted to increase his sales across all Indian cities and states like Mumbai, Goa, Gujarat and Maharashtra.

Figure 1
Resource: www.sonyliv.com

Hammer Lifestyle

This venture was founded by Rohit Nandwani in 2019. It is a brand of athleisure tech, one of its kind first in Indian society. Hammer delivers high-quality TWS audio gadgets like earbuds, headphones, speakers and then the founder went ahead to expand his brand in the fitness category as they started manufacturing smart watches under brand Hammer. The brand is also well known for manufacturing electronic toothbrushes and Lifestyle products also like grooming tools. The brand Hammer had quickly adapted to market needs and had gained a good foothold of loyal customer base and was on right path of growth in their market segment.

The founder of Hammer Mr. Rohit Nandwani had featured in the reality show Shark Tank India on Season 1 Episode 15. On the reality show, Hammer’s founder Rohit pitch was for 30 Lakhs for in return of 3% equity for the shark who invested in his venture. One of the Shark’s well known as Aman Gupta who is co-founder of Boat who works in same segment wanted to take over his competitor, offered Mr. Rohit Nandwani a investment of One crore Indian rupees for a stake of 40% of Mr. Rohit Nandwani Hammer brand. Which Mr. Rohit Nandwani accepted that offer for his future growth.

After sealing the deal on the reality show, the brand has went through drastically technology changes and expanded its team around the globe. Hammer Lifestyle has seen a drastically boost in their monthly sales figures increasing from 70 lakh to 2 crore Indian Rupees. The success has shown the brand Hammer dedication towards delivering high quality products for its consumers and they meet the needs and expectations of them.

Figure 2
Resource: www.sonyliv.com

Wakao foods

Mr. Sairaj Gaurish Dhond founded Wakao foods in year 2020. The founder says that as it is composed of jackfruit, he has produced a product that tastes like meat but is healthful, vegan, and high in fiber. This is how he contributes to living sustainably. Wakao cuisine has the ability to satiate both vegan and non-vegetarian appetites. While they produce packs of ready-to-eat food that you can reheat and add to any dish you like. Jackfruit is the main component of this plant-based meat. This adaptable and healthful substitute attracted a lot of attention when it entered the shark tank.

The founder of Wakao foods Mr. Sairaj Gaurish Dhond had featured in the reality show Shark Tank India on Season 1 Episode 29. Wakao foods were one of the many food brands’ that had appeared on the reality show Shark Tank India. On the reality show, Wakao food’s founder Sairaj Gaurish Dhond pitch was for 75 Lakhs for in return of 15% equity for the sharks who invested in his venture. Three Shark’s on the show Vineeta, Namita, and Ghazal, offered Mr. Sairaj Gaurish Dhond a investment of 75 Lakhs Indian rupees for a stake of 21% of Mr. Sairaj Gaurish Dhond brand Wakao foods . Which Mr. Sairaj Gaurish Dhond accepted that offer for his future growth in D2C market of jackfruit ready-to-eat food segment market.

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Figure 3
Resource: www.sonyliv.com

Bamboo India
Mrs. Ashwini Shinde and Mr. Yogesh Shinde launched IT, a startup with headquarters in Pune, with the goal of encouraging an environmentally conscious and sustainable way of living. The company offers a variety of creative and sustainable bamboo items in an effort to shift people's perceptions of bamboo from a "Poor Man's Timber" to a "Wise Man's Timber."

Yogesh and Ashwani Shinde, a husband-and-wife team, founded Bamboo India, which uses bamboo grass to produce items. Among the many bamboo products in their inventory are travel packages, desk organizers, toothbrushes, and more. These items are a great option for people who are concerned about their impact on the environment because they are not only fashionable and useful but also environmentally beneficial. Beyond only its goods, Bamboo India is dedicated to sustainability. In order to get their raw materials, they collaborate closely with bamboo growers and local communities, boosting sustainable agricultural methods and the local economy. According to Yogesh's pitch, despite being introduced in 1938, plastic toothbrushes are still in use today and continue to destroy the environment. The Pune-based business sells its bamboo toothbrushes both online and offline, reaching customers in the United States and other countries. In FY 2020–21, the company brought in Rs. 2.8 crores in revenue.

The founders of Bamboo India Mr. Yogesh and Mrs. Ashwani Shinde had featured in the reality show Shark Tank India on Season 1 Episode 16. Bamboo India was one of the unique brands that had appeared on the reality show Shark Tank India. On the reality show, Bamboo India founders Mr. Yogesh and Mrs. Ashwani Shinde pitch was for 80 Lakhs for in return of 4% equity for the sharks who invested in their venture. Two Shark's on the reality show that are Ashneer Grover and Anupam Mittal offered Mr. Yogesh and Mrs. Ashwani Shinde a investment of 50 Lakhs Indian rupees for a stake of 3.5% of Mr. Yogesh and Mrs. Ashwani Shinde brand Bamboo India and 30 lakhs Indian Rupees as debt. Which Mr. Yogesh and Mrs. Ashwani Shinde accepted that offers for their future growth in D2C market of bamboo products segment market in India.

Figure 4
Resource: www.sonyliv.com

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IMPACT OF SHARK TANK INDIA

One of Shark Tank India's most notable effects is that it has changed the public's perspective from one of a narrow understanding of entrepreneurship to one of a wider appreciation of the potential and problems faced by startups. With 500 million people between the ages of 15 and 44, this show has the potential to spur widespread entrepreneurship. The majority of children in India are brought up with a traditional mindset, which advises them to select a safe job over starting their own business. Shark Tank India's contribution to the expansion and development of the startup ecosystem is expected to bring about a profound cultural and mental transformation in the nation. In addition, this reality program has offered viewers a genuine understanding of today's real heroes. Sharks are those who, through their innovative ideas, have successfully filled a void in the market, provided the finest returns on their investments, and are well-liked throughout the nation. Furthermore, these sharks also make charitable investments. Indian parents teach their kids that they could become the country's next Aman Gupta, Namita Thappar, Vineeta Singh or Peyush Bansal because of them. This is a big cultural change for a nation like India. The influence of Shark Tank extends beyond the nation's general populace to include entrepreneurs who have the opportunity to present their ideas to the sharks.

Their items have been in high demand, their revenue has skyrocketed, and they have gained popularity since they have been aired on this reality program. For entrepreneurs, this pitching opportunity has proven to be a fantastic way to build their brand value and solid market positioning. Anyone who is active on social media can attest to the impact Shark Tank is having on the younger generation in this nation. The show is now trending on the internet.

DATA ANALYSIS

Q1. How often do you watch Shark Tank India?

Table 1

Opinion	Respondents	Percentage
Daily	19	19
Sometimes	31	31
Rarely	27	27
Never	23	23
Total	100	100

Table 2

Sample Standard Deviation, s	5.1639777949432
Variance (Sample Standard), s^2	26.666666666667
Population Standard Deviation, σ	4.4721359549996
Variance (Population Standard), σ^2	20
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean (SE$\bar{x}$):	2.5819888974716

Primary Resource

19% of respondents have said they watch Shark Tank India daily, 31% of respondents have said they watch Shark Tank India sometimes, 27% of respondents have said they watch Shark Tank India rarely and 23% of respondents have said they never watch Shark Tank India.

Q2. Out of all judges who is your favourite judge on Shark Tank India?

Table 3

Opinion	Respondents	Percentage
Namita Thapar	18	18
Ashneer Grover	2	2
Anupam Mittal	14	14
Vineeta Singh	17	17
Aman Gupta	23	23

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Peyush Bansal	20	20
Ritesh Agarwal	2	2
Azhar Iqubal	2	2
Amit Jain	2	2
Total	100	100

Table 4

Sample Standard Deviation, s	8.9644359059068
Variance (Sample Standard), s^2	80.361111111111
Population Standard Deviation, σ	8.4517512247718
Variance (Population Standard), σ^2	71.432098765432
Total Numbers, N	9
Sum:	100
Mean (Average):	11.111111111111
Standard Error of the Mean (SE$\bar{x}$):	2.9881453019689

Primary Resource

18% of respondents have said their favorite judge is Namita Thapar ,2 % of respondents have said their favorite judge is Ashneer Grover, 14% of respondents have said their favorite judge is Anupam Mittal, 17% of respondents have said their favorite judge is Vineeta Singh, 23% of respondents have said their favorite judge is Aman Gupta, 20% of respondents have said their favorite judge is Peyush Bansal, 2% of respondents have said their favorite judge is Ritesh Agarwal, 2% of respondents have said their favorite judge is Azhar Iqubal and 2% of respondents have said their favorite judge is Amit Jain.

Q3. Out of the following Shark Tank India products which one stands out the most to you?

Table 5

Opinion	Respondents	Percentage
Beyond Snacks(Kerala Banachips)	37	37
Hammer	25	25
Bamboo India	30	30
Wakao Foods	8	8
Total	100	100

Table 6

Sample Standard Deviation, s	12.355835328567
Variance (Sample Standard), s^2	152.66666666667
Population Standard Deviation, σ	10.700467279516
Variance (Population Standard), σ^2	114.5
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean (SE$\bar{x}$):	6.1779176642835

Primary Resource

37% of respondents have said that Beyond Snacks (Kerala Banachips) stands out the most , 25% of respondents have said that Hammer stands out the most, 30% of respondents have said that Bamboo India stands out the most and 8% of respondents have said that Wakao Foods stands out the most.

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Q4. Have you ever purchased a Shark Tank India entrepreneur's product?

Table 7

Opinion	Respondents	Percentage
Yes	38	38
No	62	62
Total	100	100

Table 8

Sample Standard Deviation, s	16.970562748477
Variance (Sample Standard), s^2	288
Population Standard Deviation, σ	12
Variance (Population Standard), σ^2	144
Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE$\bar{x}$):	12

Primary Resource

38% of respondents have said yes they have purchased a shark tank India entrepreneur's product and 62 % of respondents have said no they have not purchased a shark tank India entrepreneur's product.

Q5. Do you think Shark Tank India is as honest as it claims to be or is it a scripted show?

Table 9

Opinion	Respondents	Percentage
Yes	23	23
No	19	19
May be	32	32
Don't know	26	26
Total	100	100

Table 10

Sample Standard Deviation, s	5.4772255750517
Variance (Sample Standard), s^2	30
Population Standard Deviation, σ	4.7434164902526
Variance (Population Standard), σ^2	22.5
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean (SE$\bar{x}$):	2.7386127875258

Primary Resource

23% of respondents have said yes they think Shark Tank is as honest as it claims , 19% of respondents have said no they think it is a scripted show, 32% of respondents have said may be Shark Tank is as honest as it claims and 26% of respondents have said they don't know.

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Q6. Does Shark Tank India stands out compared to all other reality shows of this era?

Table 11

Opinion	Respondents	Percentage
Yes	40	40
No	13	13
Maybe	30	30
Don't know	17	17
Total	100	100

Table 12

Sample Standard Deviation, s	12.355835328567
Variance (Sample Standard), s^2	152.66666666667
Population Standard Deviation, σ	10.700467279516
Variance (Population Standard), σ^2	114.5
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean ($SE\bar{x}$):	6.1779176642835

Primary Resource

40% of respondents have said yes they think shark tank India stands out compared to all other reality shows of this era, 13% of respondents have said no they do not think shark tank India stands out compared to all other reality shows of this era, 30% of respondents have said may be shark tank India stands out compared to all other reality shows of this era and 17% of respondents have said they don't know.

Q7. Do you ever aspire to be on Shark Tank India show for fund raising for your firm?

Table 13

Opinion	Respondents	Percentage
Yes	30	30
No	25	25
Maybe	20	20
Don't know	25	25
Total	100	100

Table 14

Sample Standard Deviation, s	4.0824829046386
Variance (Sample Standard), s^2	16.666666666667
Population Standard Deviation, σ	3.5355339059327
Variance (Population Standard), σ^2	12.5
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean ($SE\bar{x}$):	2.0412414523193

Primary Resource

30% of respondents have said yes they aspire to be on shark tank india show for fund raising for their firm, 25% of respondents have said no they do not aspire to be on shark tank india show for fund raising, 20% of respondents have said may be they can be on shark tank india show for fund raising for their firm and 25% of respondents have said they don't know.

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Q8. Which one do you prefer?

Table 15

Opinion	Respondents	Percentage
Shark Tank India	53	53
Shark Tank USA	37	37
Neither	10	10
Total	100	100

Table 16

Sample Standard Deviation, s	21.733231083604
Variance (Sample Standard), s^2	472.33333333333
Population Standard Deviation, σ	17.745108872275
Variance (Population Standard), σ^2	314.88888888889
Total Numbers, N	3
Sum:	100
Mean (Average):	33.333333333333
Standard Error of the Mean (SE$\bar{x}$):	12.547686816479

Primary Resource

53% of respondents have said they prefer Shark Tank India, 37% of respondents have said they prefer Shark Tank USA and 10% of respondents have said they do not prefer both.

Q9. If you would be a shark then which product would you invest in?

Table 17

Opinion	Respondents	Percentage
Beyond Snacks(Kerala Banachips)	42	42
Hammer	35	35
Bamboo India	15	15
Wakao Foods	8	8
Total	100	100

Table 18

Sample Standard Deviation, s	16.103829772242
Variance (Sample Standard), s^2	259.33333333333
Population Standard Deviation, σ	13.946325680981
Variance (Population Standard), σ^2	194.5
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean (SE$\bar{x}$):	8.0519148861208

Primary Resource

42% of respondents have said they will invest in Beyond Snacks (Kerala Banachips), 35% of respondents have said they will invest in Hammer, 15% of respondents have said they will invest in Bamboo India and 8% of respondents have said they will invest in Wakao Foods.

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Q10. Scale of 1-10 how much would you like to rate the Shark Tank India reality show?

Table 19

Opinion	Respondents	Percentage
1	0	0
2	1	1
3	2	2
4	0	0
5	10	10
6	18	18
7	20	20
8	30	30
9	9	9
10	10	10
Total	100	100

Table 20

Sample Standard Deviation, s	10.055402085999
Variance (Sample Standard), s^2	101.11111111111
Population Standard Deviation, σ	9.5393920141695
Variance (Population Standard), σ^2	91
Total Numbers, N	10
Sum:	100
Mean (Average):	10
Standard Error of the Mean (SE$\bar{x}$):	3.1797973380565

Primary Resource

1% of respondents have given 2 stars for shark tank India reality show, 2% of respondents have given 3 stars for shark tank India reality show, 10% of respondents have given 5 stars for shark tank India reality show, 18% of respondents have given 6 stars for shark tank India reality show, 20% of respondents have given 7 stars for shark tank India reality show, 30% of respondents have given 8 stars for shark tank India reality show, 9% of respondents have given 9 stars for shark tank India reality show, and 10% of respondents have given 10 stars on 10 for shark tank India reality show.

KEY FINDINGS

- From the research and sample survey of this study it was found that a Shark Tank India impacted the lives of Indian Entrepreneur's.
- It is observed that most people watch this reality show Shark Tank India.
- It is observed that Shark Tank India has aspired many youngsters and startups in India.
- The research has also explored that Shark Tank India have invested in 144 ventures till now.
- The study has found out that the sharks of Shark Tank India have also gained profit on their respected investments.
- The brand and products that had pitched on Shark Tank India who got investment and did not got investment started getting famous in their respective segments.
- The study has found out that Shark Tank India is a successful reality show and fund raising platform for Indian youths and startups.

BENEFITS OF SHARK TANK INDIA

- It has benefited in a major way to young entrepreneur's by giving them a platform to receive investments for their startups that they have already founded or they have the idea, business model and concept ready they are just waiting for funds to implement it.

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- As the founders come on show they get investments and sometimes not but the sharks give them advice and ideas for their companies that they can implement and grow. The contestants get valuable advice from the sharks.
- If the founder does not get investment, then some sharks offer a loan on some annual interest and the loan has to be returned in specific period of time. This happens only when the sharks like business model but cannot invest as they see no way to walk out of the venture when they want.
- The founder company and his product get recognized on the platform and sometimes their products get famous as they were telecasted on the show of Sharl Tank India and they start getting new consumers for their product that was pitched on the reality show Shark Tank India.

DRAWBACK OF SHARK TANK INDIA

- If your business idea or work is not patented then it can be implemented by other entity.
- The fund raised in Shark Tank India should be used wisely for the future growth of the startup or the venture. As the shark wants profits on their invested funds.
- If the investments by the sharks are seen going into loss or the loan given to the founder by the sharks is not returned on time or interest then sharks who has invested the fund ask for more equity share in company or sometimes take over the company to turn it into profit making company.
- The investments offered by sharks are not paid on the spot sometimes it takes a couple of weeks for all legal works to be completed.

CONCLUSION

One may argue that Shark Tank is a prestigious platform that assists aspiring business owners in starting their ventures. Thus, the show benefits the ecology of entrepreneurship. The show gives business owners a stage on which to present their concepts and get investment from the sharks. Sharks provide entrepreneurs a once-in-a-lifetime opportunity to expand their companies, realize their ideas, and get assistance when faced with obstacles. Sharks and the public are kept interested by the diverse array of business concepts. The program is not without its detractors, though. The discussions are manipulated because it's a reality TV show in order to draw atteion of viewers and for TRP. The study has explored that the sharks in Shark Tank India rarely take high-risk investments as they are only concerned with increasing sales and profits. The research can be carried ahead in future on coming episodes or the 4th season of Shark Tank India and the investments in new ventures and brands of new entrepreneurs across India from different states.

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