

DPIIT signs MoU with Zepto to support manufacturing startups through Zepto Nova Innovation Challenge

Partnership to focus on hardware, IoT, packaging and sustainable manufacturing

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The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry signed a Memorandum of Understanding (MoU) with Zepto Private Limited to support and scale early-stage startups in the manufacturing sector through its 'Zepto Nova' innovation challenge.

The collaboration aims to discover and mentor startups through a focused six-month programme. It will support startups developing technologies in hardware, IoT, packaging and sustainable manufacturing, enabling them to progress from prototype to market-ready solutions using Zepto's delivery and digital infrastructure.

The partnership will provide support through mentorship and capacity building via expert-led workshops and Startup India assistance, with a focus on women-led and Tier II/III startups. In addition, Zepto will integrate upwards of 100 Indian startups into its supply chain, offering them a platform to showcase products, gain market access and expand their presence.

Speaking on the occasion, Joint Secretary, DPIIT, Shri Sanjiv said that support from unicorns is one of the most impactful ways to uplift startups, enabling them to learn from the journey of successful ventures. He added that it is not just an opportunity but also a responsibility for unicorns to contribute to the ecosystem. Highlighting the importance of growth, he stated that market access remains a critical enabler for the success of startups.

The MoU was signed by Director, DPIIT, Dr. Sumeet Jarangal, and Co-founder, Zepto, Shri Kaivalya Vohra.

Co-founder, Zepto, Shri Kaivalya Vohra said that the partnership with DPIIT will support startups in building the future of manufacturing through the Zepto Nova programme.



This MoU is part of DPIIT's efforts to foster partnerships that enable rapid innovation, inclusive economic growth and a self-reliant India.

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