



DPIIT Signs MoUs with PhonePe and Shell India to Strengthen Startup Ecosystem and Drive Innovation

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The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, signed Memoranda of Understanding (MoUs) with PhonePe and Shell India Pvt. Ltd. on 19 August 2026 to strengthen support for DPIIT-recognised startups and promote innovation across key sectors of the economy.

The partnerships are aimed at enhancing access to technology, digital infrastructure, mentorship, market opportunities and industry networks, while fostering a robust, inclusive and self-reliant startup ecosystem in the country.

Under its collaboration with DPIIT, PhonePe will provide DPIIT-recognised startups with a range of benefits, including transaction credits through its Payment Gateway, access to the Indus AppStore, dedicated onboarding and support services, and opportunities for enhanced brand visibility. PhonePe will also conduct regular masterclasses and webinars on topics such as fintech, sales, go-to-market strategies and business scaling, enabling startups to strengthen their capabilities and accelerate growth.

The MoU with Shell India will focus on supporting startups operating in the energy and climate-tech sectors. Through this partnership, Shell India will provide mentorship, strategic guidance, investor and incubator connect, and opportunities to participate in the Shell E4 Smart Energy Track. The initiative is expected to help startups access growth opportunities, scale innovative solutions and contribute to India's clean energy transition.

In addition, the collaboration with Shell India will promote knowledge-sharing and ecosystem development through the preparation of sectoral success stories, white papers, policy briefs, industry landscape reports and case studies highlighting emerging innovations and best practices in the energy and climate-tech startup ecosystem.

Together, these partnerships are expected to strengthen access to digital infrastructure, industry knowledge, mentorship, market linkages and investment opportunities for startups, enabling them to scale sustainably, drive innovation and contribute to India's economic growth and technological advancement.

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