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Study on Reason for Boom in Startup in India in Recent Time

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Abstract: Despite challenges, such as intense competition and regulatory hurdles, the Indian startup ecosystem continues to thrive, offering innovative solutions, disruptive technologies, and addressing various needs of consumers and businesses. The future remains promising for India's vibrant and evolving startup landscape. It is important to understand that not all new businesses are considered startups. Small businesses and traditional businesses that lack the high-growth, innovation, and entrepreneurial characteristics associated with startups may be categorized differently. As startups mature and achieve sustainable growth, they may transition into more established and stable businesses

Keywords: Startup, Consumers

