



**NAMING IS ONE OF
THE MOST IMPORTANT
STEPS FOR A STARTUP.
IT BECOMES THE FIRST
IMPRESSION OF THE
STARTUP THAT LEAVES
A MARK IN PEOPLE'S
MINDS**



WE HELP STARTUPS TO START

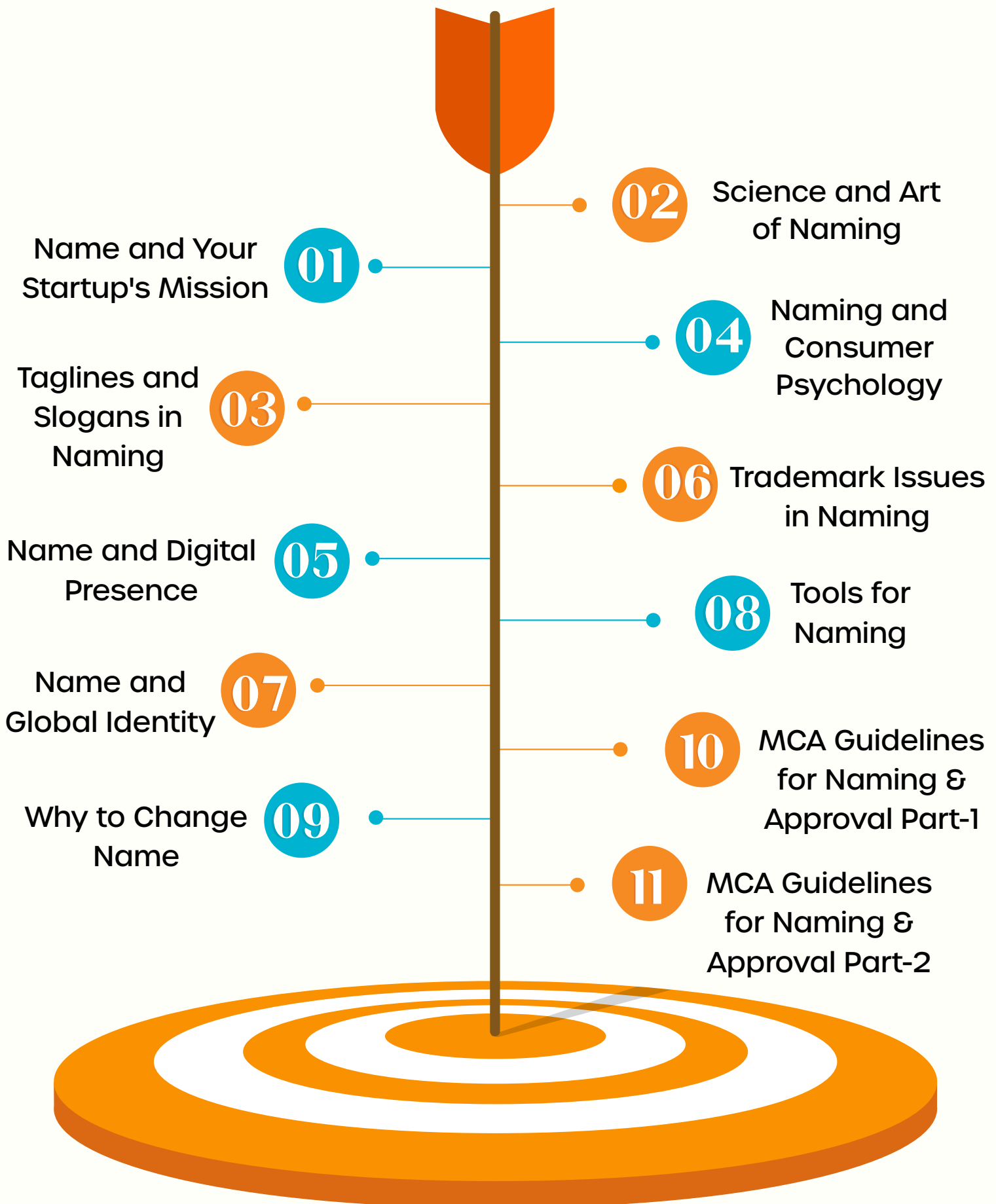
Can a person's name affect their life? Most of us would answer yes, as we see in many real-life examples where a unique and catchy name draws more attention and helps someone stand out and gain recognition faster. However, some might argue that success doesn't come easy - you have to earn it through hard work. A name is just a label; true recognition comes from achievements.

And, indeed, Amitabh Bachchan didn't become successful because his name was Amitabh Bachchan, nor did Virat Kohli achieve success just because his name is Virat Kohli. But would Amitabh Bachchan have been as successful if his name had been Bachchan Pandey? No, right? He would have had to change his name to achieve success. There are many such examples where people have changed their names to become successful. Similarly, when we talk about our startup or business, we must choose the name of our business or startup very carefully, and change it if necessary.



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There are many startups in the market, and a unique and memorable name can distinguish your startup from all others



NAME AND YOUR STARTUP'S MISSION

THE NAME OF A STARTUP DETERMINES ITS MISSION AND REPUTATION

In the business world, the name of a startup is its identity and a symbol of its uniqueness. Choosing the right name can be challenging, as founders need to consider domain name availability, trademark issues, and creating a name that's both memorable and reflects the startup's mission. For example, 'HealthFirst Solutions,' which provides health and medical solutions, clearly indicates that the startup's primary focus is on health. Similarly, a startup named 'EduFuturist' carries the mission of innovating in the field of education, ensuring solutions for future challenges in education. 'AgroTech Farms' indicates a combination of agriculture and technology, aiming to improve farming through technological assistance. 'FinSolve Solutions' focuses on financial problem-solving, indicating that the startup provides financial advice and solutions. 'TravelEase Adventures' concentrates on making travel and adventurous activities more accessible, offering customers greater convenience and unique experiences.

01

Name and Objectives

Choosing a business name is a crucial first step for any startup. It's not just a label; it's a chance to introduce your company and its goals to the world. When a customer reads the name, they should get a clear sense of the business's direction and its objectives. If the objectives are clear and understandable, customers can easily connect with the business. The right combination of name and objective strengthens the brand's identity and recognition.

02

Name and Solutions

A well-chosen startup name isn't just about announcing your presence; it's about offering a solution. A solution-focused name attracts customers and draws them towards the business. When there is a consistent relationship between the name and the solution, it increases trust and reliability among customers.

03

Name and Product/Services

The business name should give customers a clear idea of the business's products or services. A product-focused name provides a clear indication of the product or service, making it easier for customers to connect. Often, a carefully chosen name based on the product or service gives the business a lasting identity, making it stable and prominent in the market.

04

Name and Customer's Problem

Choosing a problem-focused name is important. When there is a clear relationship between the name and the customer's problem, it increases trust and reliability among customers. A business that understands and effectively solves customer problems quickly gains a name in the market.

SCIENCE AND ART OF NAMING

THE ART OF NAMING GIVES IT FORM, WHILE SCIENCE GIVES IT MEANING

Naming is a blend of science and art. When we choose a name for anything, from an object to a brand, it involves a blend of logic, emotions, sensitivity, and literary quality. From a scientific perspective, a good name should be specific, clear, and easy to remember. For example, the name 'iPhone' reveals its uniqueness and speciality. This name directly signifies its technological advancement and convenience for the user. From an artistic perspective, naming should evoke a particular feeling and emotion. For instance, the name 'Amul' for milk and its products signifies 'priceless' or 'invaluable'. This name reflects a sense of Indian identity, quality, and trust. Another important aspect of naming is cultural context. For example, the name 'Taj' Hotels reflects Indian cultural and historical context, inspired by the symbol of love, the 'Taj Mahal' built by Shah Jahan. There should be a balance between the art and science of naming. When a name is both logical and emotionally resonant, it becomes truly memorable and impactful.

01

Cultural Influences in Naming

Words can have different meanings in different cultures. This can be a challenge for brands trying to reach a global audience. A name that sounds great in one country might be confusing or even offensive in another. To avoid cultural blunders, it's important to choose a brand name that works well across cultures.

02

Emotional Connection in Naming

Emotional attachment contributes to the brand's identity and memorability. In the naming process, we should understand the emotions and values of customers because this emotional connection enhances brand loyalty and trust. A correct and good name can create an invisible bond with customers, making them more attached to the brand.

03

Sound and Pronunciation in Naming

The pronunciation of the name should be easy so that people can remember it easily and pronounce it correctly. A name with good pronunciation is more attractive and creates a positive response among customers. Conversely, incorrect pronunciation can negatively affect the brand's image. Therefore, maintaining simplicity and clarity in pronunciation is extremely beneficial for the brand.

04

Competitive Analysis for Naming

Through this, you can choose a unique and distinct name and better understand the names already present in the market. Learning from competitors' names can improve our naming process. Most importantly, ensuring that the chosen name is not already in use by another brand is crucial.

TAGLINES AND SLOGANS IN NAMING

PEOPLE KNOW YOU BY YOUR NAME, BUT THEY UNDERSTAND YOU BY YOUR SLOGAN

Naming is the foundation of a business's identity. While a good name strengthens the business's identity, taglines and slogans make that identity even clearer and more unique. Taglines and slogans succinctly reveal the core message and values of the business. They create a sense of readiness and connection in the customers' minds, allowing them to associate with that business or brand. For instance, Nike's slogan "Just Do It" reflects its inspiring and active image. Similarly, McDonald's tagline "I love it" showcases the deliciousness and quality of its products. Taglines and slogans help to clearly articulate the business's purpose, values, and message. They reinforce the business's image and build trust and credibility among customers. Taglines and slogans are an integral part of the business naming process. They make the business identity even more memorable and help establish a strong relationship with customers. Therefore, whenever a business is named, taglines and slogans should also be crafted correctly.

01

Importance

Taglines and slogans play a crucial role in clearly conveying the brand's identity and message. When customers read them, they leave a lasting impression of the brand in their minds. Additionally, they accurately represent the brand's characteristics and values, creating a sense of connection for the customer with the brand.

02

Difference

Both taglines and slogans are important for branding, but their purposes and uses are different. A tagline reflects the core spirit and identity of the brand. It helps in sensitively expressing the brand's essence and is more permanent. On the other hand, a slogan is created for the promotion of a specific campaign or product.

03

Language

Language plays an extremely important role in the effectiveness of taglines and slogans. When it comes to an impactful tagline or slogan, it must be in the language in which your target market communicates. Choosing the right language not only enhances the effectiveness of the tagline and slogan but also makes it more meaningful and memorable.

04

Advertising

Taglines and slogans help in promoting the message of the product or service and play a role in making the advertisement memorable and impactful. A good tagline or slogan can increase the impact of advertising, strengthening the brand's image in customers' minds. Moreover, taglines and slogans reflect the brand's identity and core emotions, making the brand's message even clearer and more compelling.

NAMING AND CONSUMER PSYCHOLOGY

A CONSUMER JUDGES THE QUALITY OF A BRAND BY ITS NAME

Choosing a name isn't just about what sounds good. It's about tapping into consumer psychology. A well-chosen name creates a specific image in a customer's mind. Think "Coca-Cola" - it practically makes you thirsty! Similarly, "Adidas" shouts "sports" and "fitness." These names trigger emotions and associations that influence how consumers perceive a brand. Understanding consumer psychology in the naming process is crucial as it affects consumer behaviour, preferences, and expectations. For instance, a name like "Swiggy" conveys a sense of freshness and quick service, making consumers feel they will receive fresh and prompt delivery. Most major brands use consumer psychology in their naming process to build a strong relationship with their consumers. A name like "iPhone" evokes a sense of advancement, prosperity, and technology, making consumers feel they are part of cutting-edge technology. The link between names and consumer psychology is powerful. The right name can project the perfect brand image and attract customers. A well-chosen name is an investment in your business success.

01

Naming and First Impressions

A name is the first identity of a business and represents the brand's values and characteristics. A good name can evoke a positive response from customers, attracting them to the brand. From the outset, the name should clearly convey the business's purpose, allowing customers to understand what the business offers and its core objectives.

02

Naming and Memory

Simple and clear names are easy to remember, quickly establishing recognition among customers. Memorable names strengthen the brand's identity and make it distinctive. A good name stays in customers' minds for a long time, enhancing the brand's stability and reliability.

03

Consumer Needs in Naming

Understanding the needs and aspirations of customers in the naming process is extremely important. When we choose a name, it should help establish a special connection and trust among customers. Additionally, the naming process should prioritize the emotions and humanity of the customer, ensuring that the name supports their needs and expectations.

04

Naming and Consumer Language

Understanding the language and culture of the target audience is crucial in the naming process. It is essential to consider linguistic and cultural influences when naming. A good name is one that creates a special connection and understanding with customers.

NAME AND DIGITAL PRESENCE

IN THE DIGITAL AGE, YOUR STARTUP'S NAME IS YOUR ADDRESS

In our digital age, with businesses thriving online, a strong name and digital presence are more important than ever. A business name is the first identity that customers see, while the digital presence provides it with depth and reach. When a business chooses its name, it must ensure that the name is available online. For instance, if a company's name is 'TechSolutions', it must ensure that the domain name is available and that the name is available on social media platforms as well. Digital presence is not only in the form of a website but also on social media platforms, blogs, and other online channels. Now that businesses are paying more attention to their digital presence, they must also understand how their name and digital presence align with each other. If they do this correctly, it can provide them with significant success and recognition

01

Domain

When a new company name is decided, it is extremely important to consider the availability of the domain at that time. An easy and clear domain name is memorable for customers, and they remember it easily. The domain name determines the identity and reach of the website.

02

Social Media

Easy and memorable names are more impactful on social media, so before naming, the availability on social media platforms must be checked. This not only strengthens the brand identity but also increases the brand's reach through social media naming.

03

SEO

A memorable and clear name improves the website's performance in search engines. Proper use of keywords in the naming process can improve the website's ranking. Therefore, from an SEO perspective, analyzing keywords before naming is very important. Proper naming can also increase the website's traffic.

04

Digital Trends

It is extremely important to keep current digital trends in mind during the naming process. For instance, when names like "iCloud" created a new identity in digital storage services, it became clear that a name chosen according to modern trends strengthens the brand's identity. Moreover, we should also consider future digital changes during naming, just as "Tesla" reflected the future of electric vehicles in its name and technology.

TRADEMARK ISSUES IN NAMING

YOUR NAME IS YOUR IDENTITY, SO IT IS IMPORTANT TO FOLLOW TRADEMARK RULES

A trademark is like a unique fingerprint for your business, product, or service. It sets you apart and helps customers recognize you. When a business chooses its name, it should ensure that the name is not already registered as a trademark by another business. If someone names their business 'Apple Electronics,' they might violate the trademark of the American technology company 'Apple.' In the event of trademark infringement, the business could be forced to change its name, leading to a waste of time and resources. Additionally, fines may also be imposed. Therefore, before naming a business, the trademark checking and verification process should be completed. This can prevent any legal issues for the business in the future. Even if there is a slight difference between 'Semsung' and 'Samsung,' if another company chooses the name 'Semsung' for its products, it could be a violation of 'Samsung's' trademark. Understanding and addressing trademark-related issues in business naming is crucial for the success and sustainability of a business. It not only protects the business from legal troubles but also strengthens its identity and reputation.

01

Trademark Verification

Before naming a business, it is considered mandatory to go through the trademark verification process. The main purpose of this process is to ensure that the name you have chosen is not already registered by another business. Following this process helps in avoiding legal issues. Additionally, the trademark verification process ensures the uniqueness of the business name.

02

Trademark Permissions and Rights

Trademark permissions and rights play an important role in protecting the business name. Through this, other business entities are prevented from using your business name. Furthermore, trademark rights allow you to officially use a specific mark or logo.

03

Consequences of Trademark Infringement

The consequences of trademark infringement can be very serious. A person or organization that violates this can face heavy fines and legal action. Moreover, infringement can negatively impact the reputation of the business, leading to economic losses.

04

Trademark Registration Process

The trademark registration process is an important measure to protect the business name. In this process, businesses are required to submit some necessary documents and fees. Once the entire process is completed, the business receives a trademark certificate, officially registering and protecting its name.

NAME AND GLOBAL IDENTITY

THE NAME IS THE FIRST IDENTITY THAT CROSSES BOUNDARIES TO ESTABLISH YOUR STARTUP ON THE GLOBAL STAGE

It is the name that distinguishes a business, product, or service from its competitors. When this name gains recognition on a global scale, it not only becomes a brand but also a symbol of dialogue, trust, and ideology.

For example, hearing the name 'Apple' brings to mind high-quality products, unique design, and their distinctive features. The name 'Apple' is now recognised globally as leading brand. Similarly, names like 'Coca-Cola' or 'Nike' have also achieved global recognition. To achieve global recognition, here are some key considerations for naming a business with global ambitions. Firstly, the name should be easy to pronounce and understand across different cultures and languages. Secondly, the name should clearly reflect the value, purpose, and ideology. However, a good name alone is not enough to achieve global recognition. The quality of the product, service, and customer relations behind the name should also be of high standards. When all these elements come together, a name can achieve global recognition.

01

Naming and Global Reputation

The importance of naming in global reputation cannot be denied. A good name enhances the impact of global reputation and establishes the identity of the product. Additionally, the name fosters a sense of cooperation and agreement in global reputation, which strengthens the brand's identity.

02

Naming and Global Competition

Having a unique name is essential for global competition, as it builds the global identity of the brand. The importance of the name increases to become a leader in global competition. Through the name, a special position is obtained in the global market, and this maximizes the benefits of the competition.

03

Cultural Sensitivity and Naming

Names have different meanings in different cultures, and understanding this is very important. It should be ensured that the name is culturally acceptable in the global market so that it can be easily accepted in various communities and cultures. In the global market, such cultural understanding promotes cooperation and agreement.

04

Global Issues in Trademark

If you envision your business globally, understanding trademark issues at the global level in business naming is important. The same name may already be in use in other countries. This can create legal issues and confuse brand identity. Therefore, checking trademarks at the global level is extremely necessary.

TOOLS FOR NAMING

IT IS ESSENTIAL TO USE THE RIGHT TOOLS AND TECHNIQUES TO CHOOSE THE RIGHT NAME

A catchy and easy-to-remember name is crucial for a good first impression on customers. Therefore, using tools that assist in the naming process is extremely important. Online name generators such as 'NameMesh' and 'Shopify Business Name Generator' can be very helpful. You simply enter a few keywords, and these tools provide various suggestions. Websites like 'USPTO' allow you to check the trademark of your chosen name to ensure that it is not already registered by another business. Tools like 'Namechk' help you verify that your chosen name does not have any unwanted or inappropriate meanings in other languages or cultural contexts. Websites such as 'GoDaddy' and 'Bluehost' let you check the availability of domain names. These naming tools play a crucial role in making the business naming process simple and effective. They not only simplify the naming process but also help businesses establish their identity and brand.

01

Namelix.com

Namelix.com is an online tool for business naming. It provides unique name suggestions based on the words provided by the user. Users can select the length and type of the name. Additionally, it also offers logo design suggestions along with the name. Namelix provides quick and automatic naming solutions.

02

Chat GPT

Chat GPT is a language processing tool that can help in naming. Users can receive suggestions based on their business needs. It is capable of providing naming suggestions in various languages and cultures. It understands the user's needs and offers creative and unique solutions for business naming.

03

Novanym.com

Novanym.com is a website for business naming and domain purchasing. This website offers users immediate suggestions for names along with available domain names and provides solutions for professional and branded naming. Users can choose names based on different categories and purposes.

04

Wordoid.com

Wordoid.com is a name generator website that provides unique word suggestions. Users can choose their preferred language, length, and other preferences. Wordoid helps users select memorable and impactful names for their businesses.

WHY TO CHANGE NAME

NEW NAME, NEW IDENTITY, AND NEW HOPES

Sometimes circumstances arise where changing a name becomes necessary. When business entities expand their services or product categories, they often need to change their name. For example, a company that used to manufacture only televisions might start making mobile phones as well, and thus change its name from 'XYZ Television' to 'XYZ Electronics'. When a business entity's reputation declines or it gets embroiled in a controversy, changing its name can help it re-establish its identity and reputation. For instance, if a company's name becomes associated with a scandal, it can change its name to improve its image. When an organization's name does not align with its objectives or mission, it is advised to change its name. For example, a health organization that initially focused only on child care might expand to cater to entire families, thus changing its name from 'Child Care' to 'Family Care'. Name changes are significant decisions, requiring careful consideration.

01

Rebranding

A new name generates fresh curiosity and interest among customers, especially if it effectively reflects the brand's new business direction. This helps the business re-establish itself in the market. By changing its name, a business can convey its new direction and objectives. This process can make the brand more competitive and attractive in the market.

02

Digital Presence

In the digital age, a unique domain name is necessary as it provides an online identity to the business. If needed, the name should be changed to enhance online visibility. Most often, when customers search on digital platforms, they are more attracted to the right name, which benefits the business.

03

Product or Service Evolution

When a business's services change, a new name may be a consideration to better communicate the company's evolving business. To introduce new services and products, a name change should be made to inform customers about the business's new objectives. By changing its name, a business can also demonstrate its growth and development.

04

Align with Current Trends

Language and cultural trends change over time, and therefore, changing the business's name can make it more contemporary and modern. Doing so helps the brand connect with new customers and strengthens its identity. When a brand aligns with current trends, it becomes more competitive and relevant in the market.

MCA GUIDELINES FOR NAMING & APPROVAL PART-1

UNDERSTANDING MCA GUIDELINES BEFORE NAMING IS THE FIRST STEP TO BUSINESS SUCCESS

Once you've landed on the perfect name for your startup, the next question is whether you will get that name officially or not, meaning whether the government will approve your name or not. In India, business name approval is approved by the Ministry of Corporate Affairs (MCA), and only after that can you register a company and carry on with the business under that name. Before approving your name application, the MCA checks whether the name you have applied for complies with their Naming Guidelines and whether it includes any word that falls under the Restricted Word category. If your name does not comply with the Naming Guidelines or falls under the Restricted Word category, your name will be rejected

A name that suggests to the public that the proposed company's name is associated with any state government, central government, or any local administrative authority will not be approved by the MCA.

The MCA will not approve a name that is identical or resembles the name of an already registered company or LLP. If you need the name of an already registered company, you must obtain an authorized consent letter (NOC) from that company. You need to attach this NOC to your name approval application.

If the difference between your selected name and an already registered company's name is only the use of words like 'Private Limited,' 'LLP,' 'Company,' 'Corporation,' etc., such a name will be considered identical and will be rejected. For example, if a company named 'ABC PRIVATE LIMITED' is already registered, you cannot apply for the name 'ABC LLP' or 'ABC CORPORATION.'

If the difference between your selected name and an already registered company's name is based solely on singular or plural words, it will also be rejected on the grounds of similarity. For example, if a company named 'ABC Motor Private Limited' is already registered, you cannot apply for the name 'ABC Motors Private Limited.'

If your selected business name differs from an already registered company's name by just adding, removing, or rearranging two words, it will also be considered similar and rejected. For example, if a company named 'TAJ MAHAL HOTELS LIMITED' is already registered, you cannot apply for the name 'TAJMAHAL HOTELS LIMITED.'

If the pronunciation of your selected business name matches an already registered company's name, even if it is written differently, it will be considered similar and rejected. For example, if a company named 'P & Q Services Limited' is already registered, you cannot apply for the name 'Pee and Que Services Limited.'

If your selected business name differs from an already registered company's name only due to incorrect spelling, it will still be considered similar and rejected. For example, if a company named 'ABC Express Limited' is already registered, you cannot apply for the name 'ABC Xpress Limited.'

If the difference between your selected business name and an already registered company's name is just the addition or removal of words like "Shri," "New," "Modern," "Jai," "Om," etc., such a name may be rejected on the grounds of similarity. For example, if "ABC Diagnostic Limited" is already registered and you apply for the name "New ABC Diagnostic Limited," your application may be rejected due to similarity.

If there is a difference in the word order between your selected business name and an already registered company's name, such a name will also not be approved. For example, if 'BUILDER AND CONTRACTOR PRIVATE LIMITED' is already registered, you cannot apply for the name 'CONTRACTOR AND BUILDER PRIVATE LIMITED.'

If you have chosen a name that is already trademarked or is in the process of being trademarked, the approval of your selected name will be restricted until you obtain a consent letter (NOC) from the existing trademark owner and attach it to your application.

MCA GUIDELINES FOR NAMING & APPROVAL PART-2

UNDERSTANDING MCA'S GUIDELINES BEFORE NAMING IS THE FIRST STEP TO BUSINESS SUCCESS

Restricted Words:

(a) Board; (b) Commission; (c) Authority; (d) Undertaking; (e) National; (f) Union; (g) Central; (h) Federal; (i) Republic; (j) President; (k) Rashtrapati; (l) Small Scale Industries; (m) Khadi & Village Industries Corporation; (n) Forest Corporation; (o) Municipal; (p) Panchayat; (q) Development Authority; (r) Prime Minister or Chief Minister; (s) Minister; (t) Nation; (v) Development Scheme; (w) Statute or Statutory; (x) Court or Judiciary; (y) Governor; (z) Bureau; (za) British India

Your proposed business name should be socially acceptable and constitutionally appropriate. This means that the name should not be legally inappropriate, such as 'Kidnapping Services Private Limited' or 'Robbery Experts Limited', etc.

If your company is in the field of finance, leasing, chit funds, investment, etc., it is necessary to include these terms in your business name. For example, if you are in the insurance sector and have applied for the name 'ABC Services Private Limited', this name will not be accepted unless you include the word 'insurance'. You will need to apply for a name like 'ABC Insurance Services Private Limited'.

If a company is registered outside India and wants to register its company in India with the same name, it cannot directly obtain that name. In this situation, the company must add the word "India" to its original name for the registration to be approved. For example - "Google India Limited".

If your proposed business name references a national hero or a great person, such a name will not be accepted unless you have special permission from the central government. For example, names of Subhash Chandra Bose, Mahatma Gandhi, Bhagat Singh, Chandra Shekhar Azad, etc., require special permission before use.

If you have used words like 'Insurance', 'Bank', 'Stock Exchange', 'Venture Capital', 'Asset Management', 'Mutual Fund', etc., in your business name, you will not get approval for this name until you submit a declaration of compliance with mandatory criteria set by the appropriate regulatory authorities like IRDA, RBI, SEBI, MCA, etc.

If your selected business name mentions only a country, state, or continent, such as 'Japan Limited', 'Punjab Private Limited', 'Africa Limited', etc., such names are considered inappropriate and will be deemed ineligible for approval.

If your proposed business name references a foreign country or one of its cities, such a name is accepted only when you have proof of significant business relations with a company from that foreign country, such as a Memorandum of Understanding (MOU). If your proposed name references both a foreign country and India, such a name is accepted only if there is governmental cooperation or a treaty between that foreign country and India. For example, 'Japan-India Innovation Ventures Limited', etc.

If your company is going to be registered under the provisions of Section 8, your name must include words like 'Foundation', 'Forum', 'Association', 'Federation', 'Chambers', 'Confederation', or 'Council'. Without these words, the name is unlikely to be approved.

NAMING MYTHS AND TRUTHS

Myth: If a name works in the local market, it will work in the international market as well.

Truth: While naming, an understanding of the international language and pronunciation is essential.

Myth: Long and complex names appear more professional.

Truth: Simplicity is crucial in business naming. Simple and clear names are easily remembered and have a greater impact on customers.

Myth: A good name in one language will be good in another language too.

Truth: Naming should consider language and cultural sensitivity to avoid misinterpretations across different communities.

Myth: Naming is a one-time task and cannot be changed.

Truth: If the business needs to change, the name can be changed accordingly.

Myth: Once I have thought of a name, I have full rights to it, even if it is already registered.

Truth: Trademark and legal issues must be considered when naming.

Myth: Strange and unique names always attract attention and are better.

Truth: Naming should take into account the size of the business and its future expansion.

Myth: Only creativity matters in naming.

Truth: Naming should clearly reflect the business's goals and mission.

Myth: There is no relation between naming and digital media.

Truth: Naming should consider the availability of social media profiles.

Myth: Only English words should be chosen in naming.

Truth: Words from local languages and cultures can also be unique and impactful.

Myth: Only the opinion of the business owner matters in naming.

Truth: Feedback from customers, employees, and partners is also important in naming.

Myth: Technical words should be used in naming.

Truth: Names that are understandable to the general public are more effective.

Myth: Naming should only focus on the business objective.

Truth: Naming should also consider the needs and emotions of the customers.

Myth: Competition from other brands should be ignored in naming.

Truth: Analyzing and learning from the competition is important in naming.

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