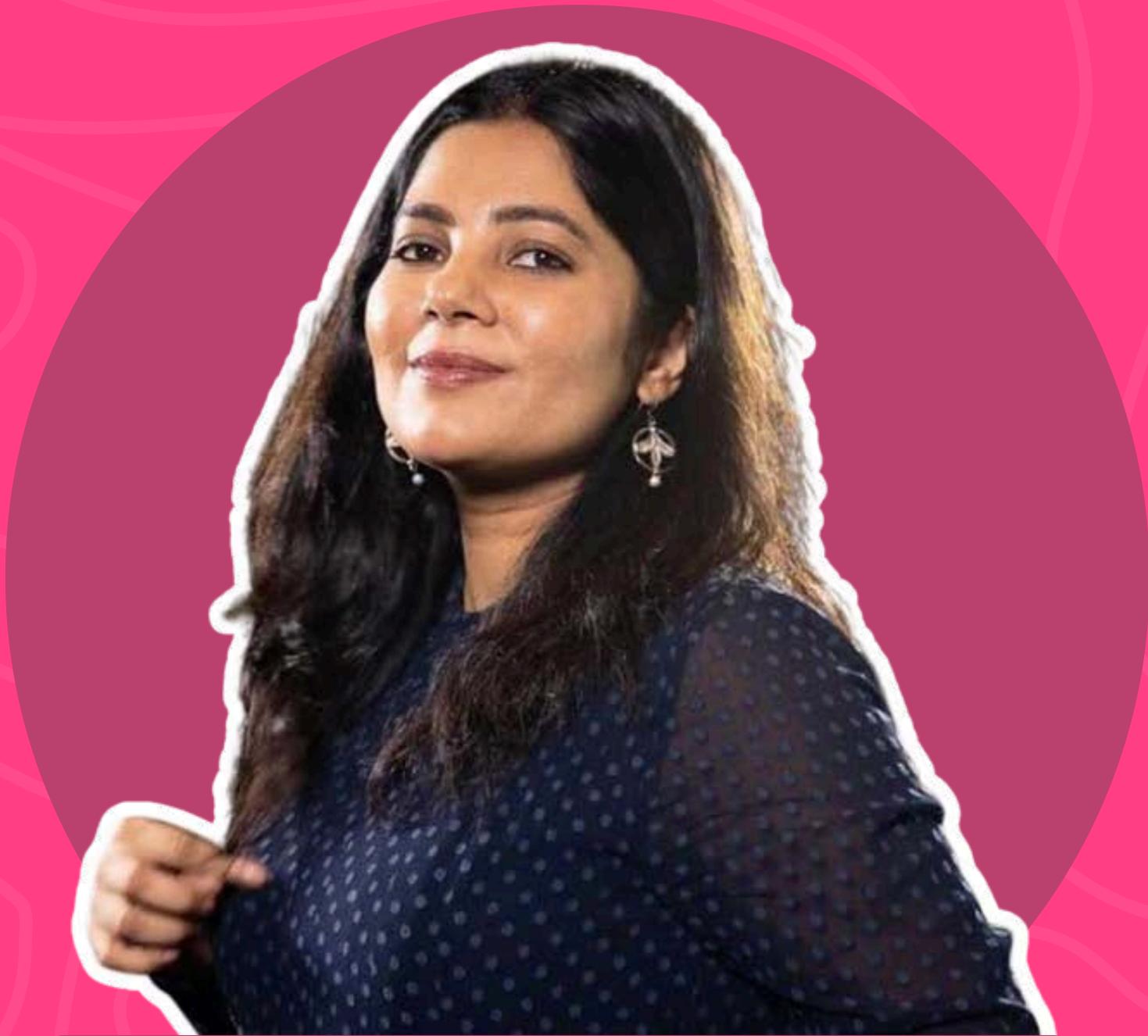


# No Ceiling Stories



**Shradha Sharma**  
Founder & CEO,  
YourStory

## Stories matter. She proved it.

When India's entrepreneurial ecosystem was taking shape, she gave it a stage by:

- ✓ Building India's largest startup media house .
- ✓ Covering 200,000+ stories of entrepreneurs, innovators, and changemakers

Meet Shradha Sharma, the pioneer of India's startup storytelling.



## Humble beginnings

Born in Patna, Bihar, Shradha grew up in a lower-middle-class family.

She grew up with big dreams, shaped by her parents' belief in education and her mother's quiet strength.



## When dreams outgrew Patna

Bihar in the 80s & 90s was not easy for girls.

Opportunities were scarce. Dreams often dismissed.

Shradha chose to leave Patna for Delhi, seeking education, freedom, and a chance to grow.



## From classrooms to newsrooms

St. Stephen's College » MICA.  
History, design, digital management — Shradha honed her skills and stepped into the media industry.



## 2006: The spark

Working at The Times of India and CNBC-TV18, she saw India's entrepreneurs go unheard.

Big corporations made the news. Small founders didn't.

A question surfaced:

Why can't their stories be told?



That moment became the spark for YourStory.

## 2008: The leap

With ₹2 lakh in savings and help from IIT Bombay students, she launched YourStory as a blog.

A year later, she quit her secure job. The mission was personal, powerful, and clear.



## Backers who believed early — from ecosystem legends to startup riders

Invested in by ecosystem veterans: Late Ratan Tata, Kalaari Capital, UC-RNT Fund.

And by startup founders who found their voice on the platform — like Bhavish Aggarwal, Vijay Shekhar Sharma, and Ankur Jain.



## From a blog to a powerhouse!

- ✓ 200,000+ stories told.
- ✓ 10M+ readers monthly.
- ✓ 20+ digital assets.
- ✓ 5M+ subscribers.

From being a first-of-its-kind platform, YourStory became the heartbeat of India's startup culture & helped fuel India's startup revolution.



## What made YourStory unique?

YourStory didn't just publish stories — it gave visibility to small-town dreamers, first-gen founders, and women entrepreneurs.

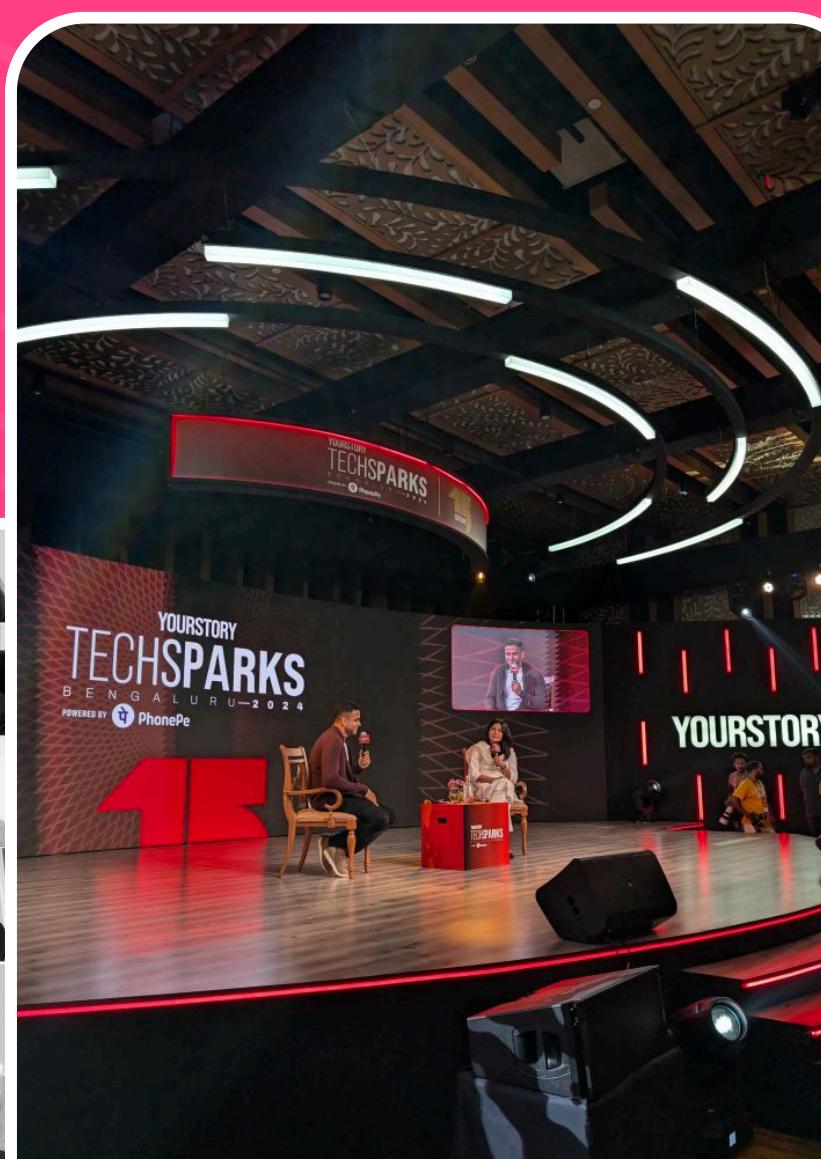
- ✓ Connected entrepreneurs with the right people.
- ✓ Built a community around entrepreneurship.
- ✓ Shaped investor confidence.



## 2010: Shradha launched TechSparks, YourStory's startup conference.

A first-of-its-kind event for entrepreneurs, investors, policymakers & dreamers to come together and network.

Many of today's biggest names (Ola, Freshworks, Razorpay, Meesho) were early-stage players first showcased at TechSparks.



## Expanding the ‘Story’

Over the years, YourStory grew bigger, catering to every corner of the startup spectrum.

It launched powerful brands like:

changemakers & impact

corporate innovation

voices in local language

**WOMEN ON A MISSION**  
HERSTORY  
11 - 12, March

YS-GULF

ENTERPRISE STORY  
SOCIAL STORY  
SOCIAL STORY

YOURSTORY

FUTURE OF WORK

Brands of New India

CREATORS STORY

THE ECRYPTING STORY

YOURSTORY



YS | தமிழ்  
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YS | हिंदी

THE UNICORNS OF INDIA

SMB STORY  
HERSTORY  
YOURSTORY TV

TECHSPARKS 2021

TECHSPARKS 2021

TECHSPARKS 2021

The CapTable

AI &  
blockchain

Women entrepreneurs

funding & insights

## Awards and recognition

- ✓ Fortune India – 40 Under 40 (3 years in a row!)
- ✓ Forbes Power Trailblazers Award (2018)
- ✓ Twice named in LinkedIn Power Influencers
- ✓ NASSCOM Ecosystem Evangelist Award (2010)

Today, Shradha is one of Asia's most influential entrepreneurial voices, a powerful influencer, and one of the most sought-after storytellers!



## Legacy in making!

She's now building The Bharat Project, a movement to create 1 million entrepreneurs from India's Tier 2, 3 & 4 cities.

- ✓ Empowering youth in small towns with tools & mentorship.

“Hokar nidar, shuru kar.  
Start bold. Start now.  
Start anywhere.  
But start. ”





A Kalaari Capital Initiative

## No Ceiling Stories

Celebrating women  
who break barriers  
and redefine  
possibilities.

Because if she can do it,  
so can you.