

Breaking the invisible barrier - 40 women entrepreneurs in India you should know

Tanvi Dubey | January 02, 2015 at 4:45 pm

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-by Tanvi Dubey and Francesca Ferrario

HerStory has been witness to the challenges and struggles women entrepreneurs face and their inspiring stories. Women entrepreneurs, corporate leaders and many other inspiring women have stood firm and pushed barriers to move ahead and seek success.

Be it retail, technology, adventure, education or social enterprise sector, women entrepreneurs as a force are increasing across sectors every year. More and more women are stepping out of their comfort zones and emerging as leaders and changemakers.



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13) Kavitha Iyer is the Co-Founder of **Theramyt Novobiologics** launched in 2013. A marathon runner, amateur painter, amateur actor and ex-gymnast and a [serial entrepreneur](#), she co-founded Inbiopro in 2007. After exiting Inbiopro, Kavitha launched Theramyt Novobiologics with a focus on bio-similar to bio-better development that combines drug designing with platform technologies. They [raised Rs. 27.5 crores in funding](#) from Aarin Capital, Accel Partners, IDG Ventures and Karnataka state government-backed KITVEN last October, and inaugurated their new lab facility in January, 2014.

14) Lisa Srao is the Chairman and Managing Director of **I Brands Beverages Ltd**, a firm that she founded and started operating in August 2010, and today she is [rewriting the rules of the liquor industry](#). Her aim was to make products of international standard quality in terms of blend, design, look and feel, and make it affordable to her consumers.

15) Neeru Sharma is the Co-founder of **Infibeam**. After working for Amazon and Alcatel, she had clear ideas about her intentions: she wanted to start up on her own with the support of innovative and energetic young people. Infibeam is a very successful e-commerce platform in India for automobiles, books and electronics. Headquartered in Ahmedabad, it counts 1300 employees, and has offices in other three cities. It acquired few other companies like [Picsquare](#) in 2008 and [ODigMa](#).

16) Neetu Bhatia is the Co-founder and CEO of **KyaZoonga** which was launched in 2007. An investment banker turned entrepreneur, Neetu holds a MS in Management and Engineering from the Massachusetts Institute of Technology. [KyaZoonga](#) is an entertainment and sports ticketing company.

17) Neha Behani is the Co-Founder of [Moojic](#) which is an in-store radio service for local stores, which allows customers to interact with the playlists at the locations that have signed up with. She quit her job and started up her successful venture which in [2013 obtained funds](#) worth \$50,000.

18) Neha Motwani is the Founder of Fitternity a [platform for fitness enthusiasts](#) looking to find and book fitness activities and supported by credible fitness content and an e-store. The idea behind Fitternity stems from Neha's personal fitness journey and the intent to provide a complete solution to Indian fitness enthusiasts.