LexStart PARTNERS

May 2024

LexStart Insights

Celebrating Pride Month
Reflect. Empower. Unite

Deal Announcement

LexStart Partners represented **Gemba Capital** on their recent investment in **Eternz Fashion Private Limited**.

The transaction team consisted of **Anisha Patnaik**, Managing Partner and **Riya Trivedi**, Associate.

Know more

Anisha Patnaik
Founder

Riya Trivedi
Associate

US India Space Cooperation Event

Anisha attended the US Embassy's July 4th event and celebrated the inspiring collaboration between India and the US. During the event ambassador **Eric Garcetti** addressed and emphasized the deep and diverse collaboration between India and the US, portraying it as a spiritual mission.

The event was also attended by **Dr. Susmita Mohanty**, who was the keynote speaker and shared her pioneering efforts in founding one of India's first space startups.

In the news

RBI Scrutiny Make Investors Cautious On Fintechs Firms

Anisha recently shared her views in an article by Financial Express (India) titled, 'RBI scrutiny make investors cautious on fintechs firms'. The article goes on highlight that the RBI's recent scrutiny and directives for fintech firms to rationalize growth underscores the need for robust regulation, ensuring balanced growth with strong governance and data protection.

FINANCIAL EXPRESS
Read to Lead

COMPANIES LOOKING TO RE-EVALUATE BUSINESS MODELS

RBI scrutiny makes investors cautious on fintech firms

AJAY RAHANATHAN
Mumbai, May 26

WITH THE RESERVE Bank of India (RBI) pushing fintech firms towards calibrated growth, investors in these companies are turning cautious. In

"This directive is a double-edged sword for fintech startups. While it is vital to have robust systems and practices in place; investors also seek high growth rates in a promising sector like fintech," Anisha Patnaik, founder of LexStart Partners, said.

TOWARDS CALIBRATED GROWTH

Lenders growing at over 30% have been asked to lower growth

Banks, NBFCs were asked to increase risk weights on their exposure to unsecured personal loans

This impacted co-lending partnerships between fintechs and lenders

LexGyaan

How Can Startups Use ESOPs To Attract The Best Talent?

Empowering employees through grant of employee stock options (ESOPs) fosters a stronger connect with company's success. This strategy helps attract and retain talent and incentivizes employees to work in the interest of the company. If done well, company goals can be aligned with individual goals. This gesture goes a long way in, motivating the personnel, team building, reducing attrition, and improving the "employee brand" of the company.

Know More

Comparative Advertising: The Contours Of Puffery And Disparagement

Explore the legal complexities of comparative advertising through an analysis of the recent Pond v Nivea case, wherein the Delhi High Court delineates the delicate balance between permissible puffery and actionable disparagement. By scrutinizing intent, product comparability, and the overall message, the court reaffirms the significance of truthful and fair advertising practices in fostering a climate of healthy competition.

Know More

- **May 30** - Form LLP 11 (Annual Return of LLP)
- **June 30** - Form DPT-3
- **June 30** - Quarter 1 - Board Meeting
- **September 30** - Dematerialisation of Shares by Private Companies

100 Days of Fitness

We are thrilled about the ongoing 100-day fitness challenge at LexStart! Many team members are enthusiastically participating, striving to adopt and maintain a healthier lifestyle.

This is our initiative to continue to support each other and make this journey toward fitness both fun and rewarding!