

READON INSIGHTS



A DEEP DIVE INTO INDIA'S

\$2 BILLION

PET CARE INDUSTRY



FEBRUARY 2024

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Executive Summary

Today, we're diving deep into the \$2 Billion pet care industry in India. This industry is growing at a staggering 20% CAGR and is set to grow to \$2.5 Billion by 2025!

India is home to 38 million pets, and is set to have 59 million pets by 2027. Pets aren't just furry animals anymore. They're becoming cherished members of our families. So much so that they are living luxurious lifestyles with premium services like spas, play areas and pet cafes.

Increasing urbanisation, rising disposable incomes, social media influence, increasing pet humanisation and innovative pet care solutions are driving this industry.

From food, fashion, grooming to one-stop pet care solutions, entrepreneurs are becoming petpreneurs and hopping to grab market share in this booming industry.

This report dives deep into this industry and identifies the major growth drivers for the market. It also explores the emerging trends and looks at how tech, innovation and AI are playing major roles in revolutionising this space.



India's Pet Care Industry: Overview

Imagine **38 million** furry faces of dogs, cats and other furry friends greeting you, tails wagging and purrs resonating. That's India's booming pet population, growing at a staggering 9.2% CAGR.

India's Organised Pet Care Industry:



Most common pets – dogs, cats, fin-tastic fish, and even cuddly critters like rabbits and rodents are joining the diverse pet family, each with their own unique dietary needs.



Dogs and cats are no longer just guards or furry companions. With premium services like spa, play areas and pet cafes, pets are living luxurious lives.

India's Pet Care Industry: Overview

Increase in Pet Population

38 Mn 9.2% → **59 Mn**
 2022 2027

Growth in Metropolitan Cities



- As more people migrate to cities for better employment opportunities, pet ownership is rising as individuals seek companionship and emotional support in their urban lifestyles.
- The rise of online pet platforms has revolutionized the pet industry in metropolitan cities, offering convenience and accessibility for food, scheduling appointments, and accessing resources.

Pet Ownership

10% of Indian households currently own a pet. With emerging trends, there is room for growth, not just in homes, but also in the hearts of Indians.

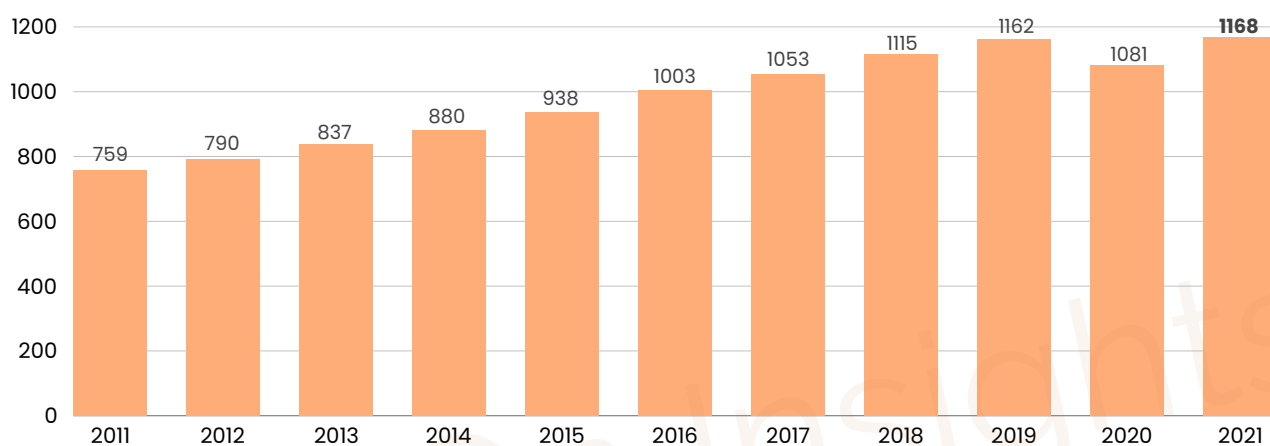


Growth Drivers for Pet Care Industry in India

Rising Disposable Income

Increasing disposable income among the middle-class and upper-middle-class segments has led to a rise in spending on non-essential expenses like pet ownership.

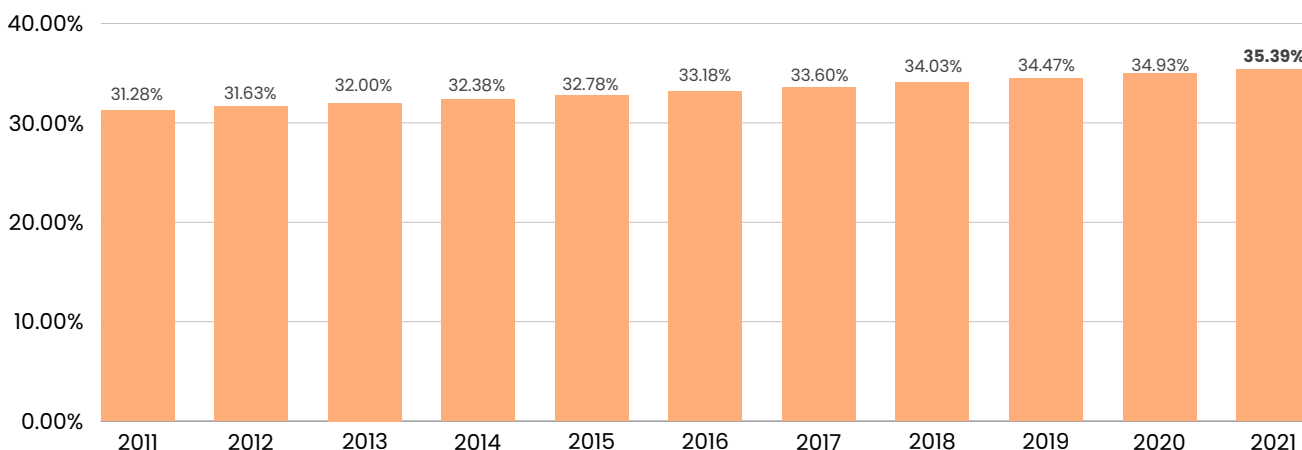
Per Capita Consumer Spending in India (in \$):



Increase in urbanisation

Urbanisation in India has been rising, owing to better lifestyle and work opportunities. **58.2%** of total households in India are nuclear families. With smaller families and busy urban lifestyles, pets often fulfill the role of companionship and emotional support.

Degree of urbanisation in India (%)



Sources: National Family Health Survey (2019-21), Macrotrends - India Consumer Spending 1960-2023, Statista, World Bank

Growth Drivers for Pet Care Industry in India

Social Media Influence



Millennials are heavily influenced by social media, where pet ownership is often romanticised. This has led to an increase in pet adoptions & engagement.

Influence of the West



97%

pet owners in the US consider their pets to be a part of their family

This idea of pets as family members, prevalent in the West, is now also rising in India, thanks to the influence of the West and the vast ocean of social media.

The Rise of DINK Trend

Wondering what the trend is? DINK or 'Dual Income No Kids' trend is basically the rise of couples who are choosing to adopt pets instead of having kids. And this trend goes beyond couples; it includes singles, empty nesters, and even families with kids. For couples preparing for a baby, adopting pets is like a practice round, while for empty nesters, it offers a sense of purpose and companionship.

Growth Drivers for Pet Care Industry in India

Growing Pet Population

38 Mn

pets call India their home today, and this is on the rise, driven by rising awareness about pet adoption, breeding practices, and changing attitudes towards pets.

Emerging Pet Care Solutions

Advancements in veterinary medicine, pet nutrition, and technology are giving rise to innovative pet care solutions. From personalised nutrition plans to wearable technology for monitoring pet health, these emerging solutions are driving growth of the pet care industry.

Growing Animal Welfare Awareness

Growing awareness about animal welfare and rights has influenced consumer attitudes towards pet care. Many pet owners are now increasingly conscious of ethical considerations such as adopting pets from shelters, supporting cruelty-free products, and ensuring the humane treatment of animals.

Increasing Pet Humanisation

Pets are no longer seen solely as utilitarian animals but as valued members of the family, deserving of love, care, and respect. This shift in perception is driving demand for personalised products and services. From gourmet pet treats and designer pet clothing to personalised grooming sessions and luxury boarding facilities, the market offers a wide range of products and services catering to the growing demand for pampering pets.



How COVID-19 Changed How We Care for Our Pets

Surge in Pet Ownership: Companionship in Uncertainty

During and after Covid, pet adoption rates soared. Animal shelters across the world reported increase in inquiries about pet adoption.

With lockdowns enforcing social isolation, many sought the solace & companionship of furry friends.



Interacting with pets lowered stress and boosted the feeling of comfort, playing a vital role in reducing mental toll.

For many, pets offered emotional support during a time of anxiety, unrest & uncertainty.

With remote work norms, many had more time at home, welcoming pets.

The Other Side: Pet Abandonment Due to High Costs?

While Covid came with high mental toll, it also brought with itself global inflation (7.5%). This also led to people abandoning their pets and the rise of homeless cats and dogs.

34 %

dogs abandoned



60.5 Mn

dogs live in streets or shelters

32 %

cats abandoned



8.8 Mn

cats live in streets or shelters

How Expensive Is Owning A Pet?

Embracing the joy of pet ownership is not all joyful; it also comes with added financial responsibilities.

MONTHLY EXPENSES (INR)*



Food:
3,000 - 10,000



Vet Visits:
400



Deworming:
120



Toys:
300



Treats:
500

ANNUAL EXPENSES (INR)*



1st year Vaccinations:
5,000



Annual booster shots:
2,000

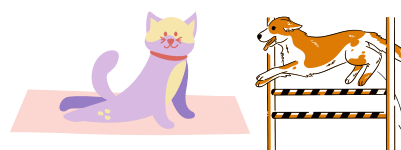


Pet Insurance:
15,000 - 30,000

OPTIONAL EXPENSES (INR)*



Grooming: 500 - 2,000 per visit



Training: 1,000 - 1,500 per session



Walking: 2,000 - 10,000 per month



Boarding: 700 - 2,000 per day

Total Annual Cost of Owning a Pet: INR 1,23,840 - INR 2,72,840**

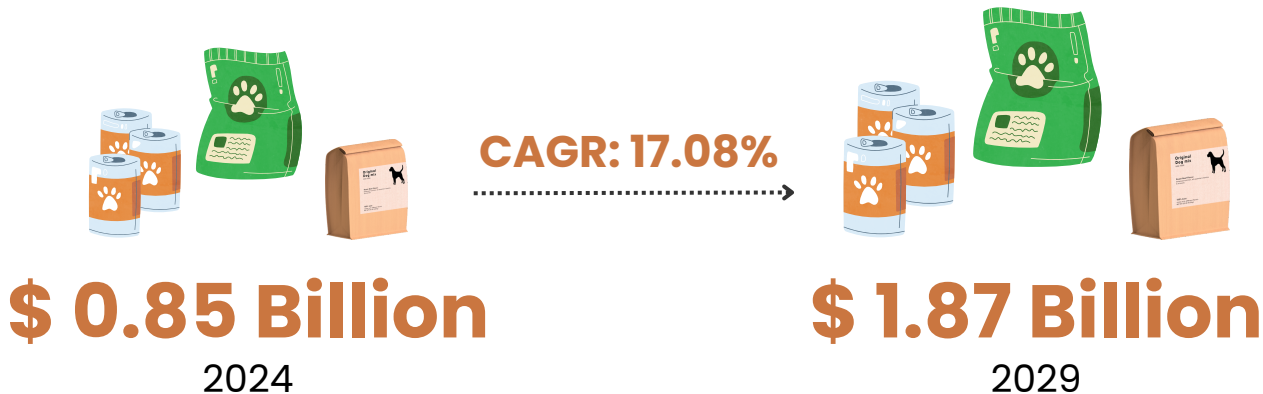
*these figures are just estimates; exact cost depends upon your city, breed of dog and other demographics.

**Considering INR 50,000 total annual optional expenses on the lower side and INR 1,00,000 total annual expenses on the upper side.

Source: pedigreeclub.in

The Rise of Gourmet Grub in the Pet Food Market

India's Pet Food Industry:



There are three types of pet food:



Dry (kibble)



Wet (canned/pouched)



Raw (uncooked
meat/bones/veggies)

PAW-PULAR FOOD BRANDS:



Source: Mordor Intelligence, Future Market Insights

Not just food, pets have whole pet cafes now!



Pet Friendly Cafes



Have a pet but don't want to leave them out while enjoying coffee in a cafe? Pet friendly cafes are the solution. These cafes open their doors (and patios) to all pets, allowing you to enjoy your latte alongside your furry companion. They have dedicated menus for these furry friends too!



Pet Cafes

Don't have a pet but want to boost those endorphins? Pet cafes are coming to your rescue! These adorable cafes provide a space to interact with animals to relieve the stress away, offering a unique and heartwarming experience for animal enthusiasts.



Pet Yoga

Thinking Fitness and fun? Or looking to spend some time cuddling with furry babies? Dog yoga it is. It is the playful blend of yoga and bonding with your warm and fuzzy companion, wagging its tail into the spotlight.



Pampered Pets and the Booming Fashion Industry

From flea collars to fashion statements, India's pet care industry is on rise. India's pet grooming products market is set to explode, reaching a whopping **\$ 3.67 billion by 2032**, growing at a **CAGR of 15.28%**.

GROOMING RANGE



Shampoos, conditioners



Pet Spas



Brushes and Nail clippers



Perfumes

ACCESSORIES



Beds



Collars and leashes

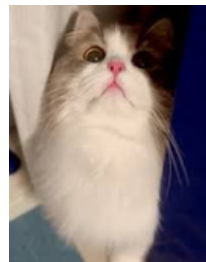
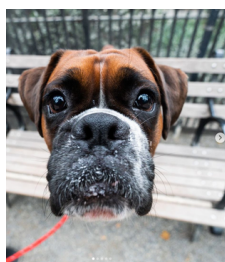


Clothes

FASHION TRENDS

Forget human influencers. Say hello to pet influencers! They are ready to steal the spotlight with colored hair, dazzling accessories and contagious smiles.

Hashtags like #petsofinstagram, #dogsofinstagram and #petstagram bring together owners, groomers, and pet product companies, creating a vibrant online community.

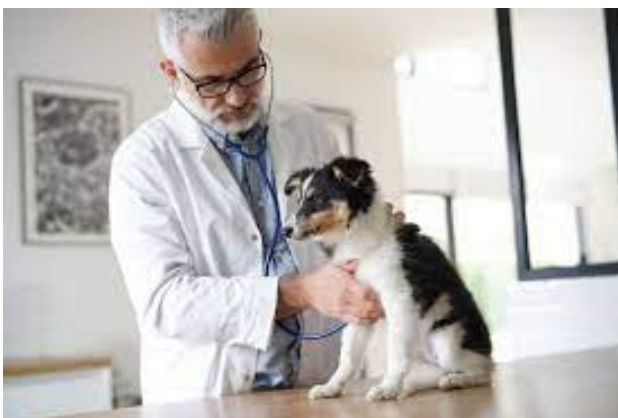


Prioritizing Healthcare in the Modern Pet Industry

Beneath the wagging tails and joyful purring, lurks a stark reality: a healthcare system struggling to keep pace with the growing need.

The pet healthcare space is still pretty unorganised. Instead of big hospitals or proper facilities, they are replaced by a patchwork of independent clinics, often ill-equipped with modern technology and qualified professionals. It is crucial to have proper facilities for pets to get vaccinated and have proper treatment centers.

Ensuring financial security for our pet's medical needs is still a relatively new concept. One emerging trend is **pet insurance**, offering pet parents peace of mind and protection against unexpected vet bills.



Prioritising Healthcare in the Modern Pet Industry

These companies offer pet insurance as a service:

Name / Parameters	New India Assurance	Oriental Insurance	Bajaj Allianz Pet Dog	Future Generali India
Coverage	Accidents or illnesses	Death due to illness or accident	Specified diseases or injuries, surgeries, or death due to illnesses or accidents	Terminal illness, surgery, treatments
Entry Age	8 weeks - 8 years	8 weeks - 8 years	3 months - 7 years	6 months - 10 years
Annual Coverage	INR 50,000	INR 50,000	INR 50,000 (starts from INR 315)	Varies by breed/size
Premium	5% of sum insured	Included	10% co-payment with the policyholder	Optional add-ons



BAJAJ | Allianz

FUTURE GENERALI
TOTAL INSURANCE SOLUTIONS

Startups Working in Pet Healthcare

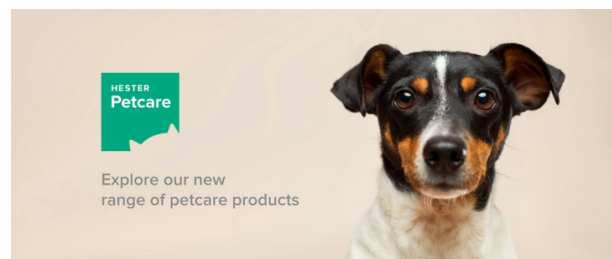
Virbac Virbac India

Virbac India plays a major role in shaping the pet healthcare landscape in India. It provides veterinarians, farmers and pet owners worldwide with a set of innovative solutions to fight animal diseases. Its reach extends nationwide with 25 distributors and stretches beyond borders to Nepal, Bhutan to over 100 countries.



HESTER Hester Biosciences

Founded in 1987, Hester Biosciences Limited is one of the largest poultry vaccine manufacturers in the country. It offers poultry vaccines, poultry health products, animal vaccines, and animal health products. It also provides kits and diagnostic labs for poultry flocks, and mastitis* control programs for cattle.



*Mastitis is breast inflammation typically occurring during lactation when you make too much milk. It can cause swelling and pain.

Spoil Your Pet from Head to Paw: One Stop Shops

India's pet scene is booming, and with it, is rising a wave of innovative "**one-stop shops**" catering to every furry whim.

Busy schedules are no excuse – dedicated online platforms let you order essentials, book appointments, and even watch your pet have fun through live webcams. These solutions offer peace of mind, knowing your beloved pet is receiving the best treatment, from head to wagging tail.



One Stop Pet Solutions Startups in India



Services



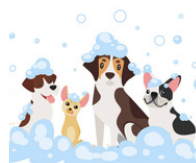
Pet-pampering



Premium products



Vet care



Professional grooming



Expert training

Key Metrics

2008

founding year

Rashi Sanon Narang

founder

82

stores

\$ 50 Mn

raised till date

12+

cities

INR 125 Cr

revenue in FY22



Source: Headsupfortail.com, Tracxn.com, Entracker

One Stop Pet Solutions Startups in India



Services



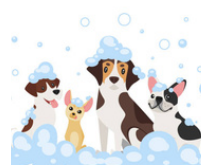
Pet Food & Treats



Stylish Accessories



Vet consultations



Pampering & grooming Sessions



Boarding Facilities

Key Metrics

2021
founding year

Varun Sadana, Aman Tekriwal & Vineet Khanna
founders

80
stores

\$ 31.2 M
raised till date

24
cities

INR 33 Cr
revenue in FY23



Source: Supertails.com, Tracxn.com, Entracker

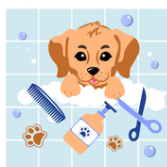
One Stop Pet Solutions Startups in India



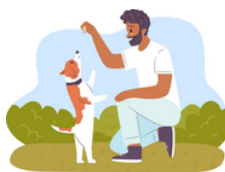
Services



Natural Pet Food & Treats



Grooming & Spa



Behaviour Classes



Subscription Boxes

Key Metrics

2011

founding year

Poorvi and Ashish Anthony

founders

42

stores

\$ 7 Mn

raised till date

16

cities

INR 1000 Cr

revenue target for FY25



Source: Just Dogs Website, Inc42, Tracxn

One Stop Pet Solution Startups in India



Name / Parameters	Heads Up For Tails	Supertails	Just Dogs
Founder	Rashi Sanon Narang	Varun Sadana, Aman Tekriwal & Vineet Khanna	Poorvi and Ashish Anthony
Founded In	2008	2021	2011
Headquarter	Delhi	Bangalore	Ahmedabad
Services	Pet-pampering, pet products, vet care, professional grooming, expert training	Pet food, stylish pet accessories, vet consultations, pampering & grooming sessions, boarding facilities	Natural pet food & treats, grooming, spa, behaviour classes, subscription boxes
Number of Stores	82	80	42
Number of Cities	12+	24	16
FY 23 Revenue	INR 125 Cr*	INR 33 Cr	INR 1000 Cr**
Total Funding	\$ 50 Mn	\$ 31.2 Mn	\$ 7 Mn

*FY22 Revenue

**Revenue target for FY25

Source: Tracxn, Just Dogs Website, Inc42, Supertails.com, Entracker, Headsupfortail.com

Tech, Robotics, and the Future of Pet Care

Pet tech innovations in this new era are providing innovative ways to monitor, care for, and interact with pets.

Interactive pet toys and automated feeding systems contribute to mental and physical engagement, fostering overall well-being of pets.

Aibo, a pet robot dog by Sony, is priced at \$2900!

This robot dog aims to provide companionship to a pet dog!



Pet care apps help pet parents with their day-to-day activities. From tracking your pet's healthcare to monitoring them when you're out, there is an app for everything!

- Pet Perfect: Schedule reminders for dog vaccinations and deworming, record pet health, and track daily tasks.
- Kuddle: one stop solution for pet grooming, training, dog walking, vet visits and consultations.
- The Bark: Dog culture magazine with articles on behavior, reproduction, etc.
- Rover: Find pet sitters, dog walkers, house sitters, etc.

Source: Sony's website

Tech, Robotics, and the Future of Pet Care



Training and Behavior Tech

Advanced training tools, such as interactive apps and devices, leverage AI and ML algorithms to provide personalised training programs (and real-time feedback) tailored to individual pets' needs and behavior.



Pet Wearables

Smart collars, GPS trackers, activity monitors, and health sensors help track various aspects of pet health and behavior, such as activity levels, location tracking, sleep patterns, and vital signs.



Pet Webcams

Separation anxiety is real. With pet webcams, pet owners can keep an eye on their pets remotely via live video streaming and also give a sense of connection and companionship to pets.



Automated Pet Feeders

These feeders dispense precise portions of food at scheduled intervals, ensuring pets receive regular meals even when their owners are away. They not only provide convenience to pet owners but also promote healthy eating habits and prevent overfeeding or underfeeding in pets.

Look out for these vegan food brands for your pets



freshwoof

WILD
EARTH

Name / Parameters	Dogsee Chew	FreshWoof	Wild Earth
Founder	Bhupendra Khanal and Sneha Sharma	Saakshi Sharma and Tejwinder Singh	Ryan Bethencourt
Founded In	2015	2019	2019
Headquarter	Bangalore	Jaipur	Berkeley*
Products	Ayurvedic Shampoo, Play Toy, Crunch and Cheese Treats, Dental treats	Fresh, home-style, plant-based meals for adult dogs	Cruelty-free, plant-based pet food, and face products
Distribution Channels	E-Commerce Channels, Retail Stores, website	Website	Website, e-commerce platforms, pet aggregators
Total Funding	\$67 Million	Undisclosed	\$49.2 Million

*Wild Earth entered the Indian market in 2020 after a partnership with Heads Up For Tails.

Source: Inc42, Hindu Times, Dogsee Chew's website, Freshwoof's website, Wild Earth's website, CB Insights

Look out for these Pet Care Startups in India



Name / Parameters	Snouters	Poodles Petcare	PawsIndia
Founder	Srikant Krishnan, Vinod Kumar Poomalai	Lokesh Ahir, Vishal Ahir	Priyam Singh, Sujay Singh
Founded In	2020	2022	2016
Headquarter	Delhi	Jaipur	Mumbai
Products & Services	Dog boarding, dog walking, grooming, training, veterinary services	A one-stop platform for social commerce, e-commerce, and pet services	A wide range of pet food, treats, toys, pet insurance
Distribution Channels	offline homestays, boarding and day care centres in 10 cities	Online community	Own website, online marketplaces
Total Funding	\$27.4K	Bootstrapped	\$66.1K

Source: Business Standard, YourStory, YNOS Venture Engine, Snouters Website, Poodles Petcare Website, PawsIndia.com, Tracxn

Look out for these Pet Care Startups in India



Name / Parameters	Patmypets	Wiggles	Veteva
Founder	Sudhansu Sushant and Rajeev Ranjan	Anushka Iyer	Sharath Babu Nagarajan, Ajith Chandran, and Som Dadhich
Founded In	2021	2018	2021
Headquarter	Delhi	Pune	Mumbai
Products & Services	Toys, clothes, food, treats, chew, collars, leashes, bowls; pet grooming, vaccinations, pet training, dog boarding	Pet Food & Treats, supplements for pets of all ages; defenders range for dogs & cats	Instant vet services, pet care and pet health products
Distribution Channels	Own website, pet grooming in Delhi, Noida, Gurgaon, etc	Own website, online marketplaces, modern trade and general trade stores and clinics	Own website, online marketplaces
Total Funding	INR 10 lakhs	\$11.3M	\$989K

Source: Business Standard, YourStory, YNOS Venture Engine, Patmypets Website, Wiggles Website, Veteva Website

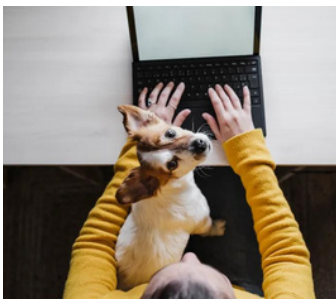
Do Pets Heal Urban Loneliness?

'Loneliness is a public health hazard!' says Times of India.

According to World Health Organisation, 10% of adolescents and 25% of older people globally are lonely.

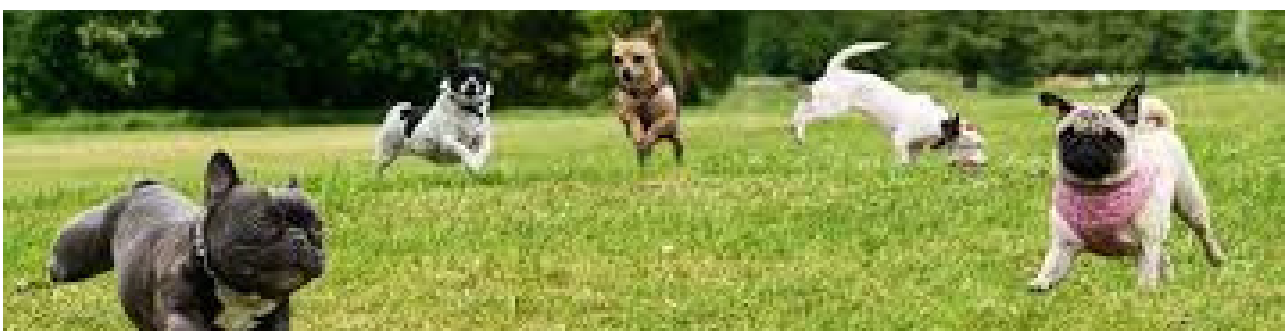
In India? **20%** Indians over 45 experience moderate loneliness and **13%** face severe loneliness.

City life can be isolating: nuclear families, long commutes, and demanding work schedules leave many feeling adrift.



Adopting a pet may bring structure and routine into life, something you can look forward to when life gets difficult. Studies show that caring for a pet can reduce anxiety and loneliness, providing companionship and unconditional love. It's like having a best friend who's always happy to see you, no matter how bad your day was.

In busy cities, government-built pet parks meant for playful pups have become places of comfort for people without pets, offering connection and joy amidst urban isolation.



Ratan Tata's Pet Project: 24x7 Animal Hospital

Ratan Tata is all set to bring his dream long-pending pet project to life - a 24x7 animal hospital in Mumbai. This project was born out of his personal struggle of finding advanced medical care for his injured pet.

Features

INR 165 Cr

construction cost

2.2 Acres

area

Mar '24

opening date

24x7 hospital in India catering to dogs, cats, rabbits, and other small animals.



"Pets are considered integral members of families today. Having cared for numerous pets in my lifetime, I understand the necessity for such a hospital."

-Ratan Tata, in an exclusive interview with Times of India

Unveiling the Dark Side of the Pet Industry

The demand for foreign-bred dogs in India has fueled the growth of **puppy mills**, churning out thousands of puppies daily in inhumane conditions. These facilities, driven by profit, lead to health problems and genetic defects in the animals, causing a lifetime of suffering. Overbreeding further increases pet homelessness and contributes to the burden on animal shelters and rescue organisations.

Pet trade is yet another dark side of the pet industry. Wildlife trafficking for exotic pets, such as reptiles, birds, and small mammals, poses a threat to biodiversity and animal welfare. The exotic pet trade often involves illegal capture, smuggling, and trafficking of wild animals, leading to species decline and ecological disruption.



To address these issues, mindful efforts are needed from various stakeholders, including pet owners, businesses, policymakers, and advocacy groups. Responsible pet ownership, adoption from shelters, supporting ethical and sustainable pet businesses, and advocating for stronger animal welfare laws and regulations are essential towards creating a more humane and sustainable pet industry. By raising awareness, promoting ethical practices, and fostering compassion for all animals, we can build a better future for our furry friends and the planet alike.

Key Challenges in the Pet Care Industry



Lack of Awareness and Education

Many pet owners in India may not have access to accurate information about pet care, nutrition, training, and healthcare, leading to suboptimal care and well-being for their pets.



Limited Access to Veterinary Care

Accessibility to quality veterinary care is a challenge in many parts of India, especially in rural areas. Limited availability of veterinary clinics, trained professionals, and affordable healthcare services hinders timely diagnosis, treatment, and preventive care for pets, resulting in untreated illnesses and preventable deaths.



Market Saturation and Competition

Established brands and competitors may already have strong market presence and loyal customer bases, making it challenging for new entrants to differentiate themselves and gain market share.



Regulatory Compliance

Compliance includes regulations related to product safety, labeling, ingredient sourcing, animal welfare, and environmental sustainability. Navigating complex regulatory frameworks can be time-consuming and costly for new entrants.

Conclusion

India's pet care industry is on a remarkable trajectory, growing at a staggering 20% CAGR, from a \$2 Billion in 2024 to \$2.5 Billion by 2025. Pets have transformed from being just guards or furry animals to becoming family members, deserving of the same luxury and care as humans, underscores the growth of this industry. With the rise of urbanisation, disposable incomes, and the influence of social media, coupled with innovative solutions in pet care, the landscape is ripe for growth and opportunity.

Entrepreneurs, or 'petpreneurs', are seizing these opportunities, driven by a passion for pets and innovation. As technology, AI, and novel ideas continue to revolutionise pet care, the future holds exciting prospects for pets and their owners alike. This industry's evolution reflects a broader shift towards more compassionate, comprehensive pet care, promising a brighter future for all involved.

Looking ahead, it is clear that the pet care industry in India is set to redefine the bond between humans and their pets, offering innovative solutions that cater to the diverse needs of this unique demographic. The path forward is marked by opportunity, challenge, and the promise of a more inclusive and compassionate ecosystem for our furry friends.





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Contact Us

Email: team@readon.in

About Us

ReadOn is a research focussed digital content company led by Shantanu Jain.

Shantanu completed his graduation from St. Xavier's College, Kolkata. After he qualified as a Chartered Accountant with an All India Rank 10, he took the path less travelled and joined a startup – Swiggy. After working across different strategic functions at Swiggy, he started working with other new-age businesses to help them scale. Over the last 3 years, Shantanu has given lectures on business and finance at prestigious institutions like IIM-Kozikode, NIT-Jamshedpur, Lady Shree Ram College-Delhi, MDI-Gurgaon, NMIMS-Mumbai and Hyderabad, Ramjas College-Delhi and many more. His typical day involves talking to founders and helping them solve their business problems.

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