















THE NEW VIDEO START-UPS

| | Spuul | PressPlay | Arré | Fastfilmz | Veqta | TVF Play |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| | <div> SUDESH IYER Co-founder COO</div> <div> S MOHAN COO</div> <div> SUBIN SUBAIAH CEO</div> | <div> ANAND SINHA CEO</div> <div> GEORGE ABRAHAM COO</div> | <div> AJAY CHACKO CEO & co-founder & MD</div> <div> SAI KUMAR Co-founder</div> <div> SANJAY RAY CHAUDHURI Co-founder</div> | <div> KARAM MALHOTRA Co-CEOs and co-founders</div> <div> DOMINIC CHARLES Co-founders</div> | <div> VARUN MATHUR Co-founders and Directors</div> <div> VIKRAM TANWAR Co-founders and Directors</div> <div> GAURAV GILL Co-founders and Directors</div> | <div> ARUNABH KUMAR Founder</div> |
| Launched | 2014 | Summer 2015 | April 2016 | April 2016 | July 2016 | February 2016 |
| It offers | Content from across studios | Wifi hotspots for free use of the app | Original content across platforms | Tamil and Telugu movies | Sports and related content | Hosts all the original content from TVF |
| Total funding (\$mn, so far) | 10.0 | 2.7 | Undisclosed | 2.5 | 0.5 | 10.0 |
| Investors | <ul style="list-style-type: none">• Undisclosed | <ul style="list-style-type: none">• Sequoia Capital• Amit Bhatiani• Jason Hirschhorn• Jarett Posner | <ul style="list-style-type: none">• Sai Kumar• Enam Group | <ul style="list-style-type: none">• Blue {Seed} Capital• TRK Group• P Capital | <ul style="list-style-type: none">• Chatsworth management• ITW Consulting | <ul style="list-style-type: none">• Tiger Global• Arunabh Kumar |
| Revenue model | Ad + pay | Ad + pay | Ad, syndication branded content | Pay + free | Pay + free | In-content brand placement |
| Potential break-even | Profitable | Early 2018 | 2-3 years | 2-3 years | January 2018 (cash flow) | Mother company TVF is profitable |

Notes: Spuul's funding figures are sourced from Vccircle.com

Source: Companies and their websites