

Startup Profile Summary

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Startup Details-1			
Name	Vipin Kumar Vaidh	Email	Vipinkumarvaidh@gmail.com
DPIIT Recognition Number	DIPP217047	Upload DIPP Certificate	Yes
Registered name of startup	Newtify Innovation Private Limited	Startup Logo	Yes
Mobile No.	8924044594	Stage	Ideation
Brief on the business concept			
Smartify Karo is a next-generation e-commerce brand revolutionizing the way people shop for fashion by introducing ultra-fast delivery of trendy apparel within 3 hours. Starting in Lucknow, our model is designed to combine the speed of quick commerce with the style of youth-centric fashion. Unlike traditional e-commerce platforms that take 2–7 days for delivery, Smartify Karo ensures instant access to premium printed T-shirts, stylish jeans, and everyday fashion essentials. By building a hyperlocal supply chain with warehouses and partnerships across Lucknow, we guarantee that customers receive their orders in just a few hours, redefining convenience in the fashion industry. Our focus is on Product Innovation and Speed. We curate and design limited-edition collections inspired by youth trends, ensuring freshness, exclusivity, and high engagement. Backed by smart technology, Smartify Karo leverages AI-driven recommendations to personalize shopping, making the experience seamless and exciting for customers. The target audience includes students, working professionals, and young fashion enthusiasts who value trendy outfits, quick delivery, and affordability. By combining fast fulfillment with stylish, quality-driven products, Smartify Karo fills the gap between traditional e-commerce and quick commerce. Starting from Lucknow, we plan to scale our 3-hour delivery fashion model city by city, creating India's first quick-commerce fashion brand. Our mission is simple yet powerful: to make fashion smarter, faster, and trendier, giving today's youth the instant gratification they expect in every aspect of life. With Smartify Karo, shopping for fashion is no longer about waiting—it's about getting the style you want, when you want it.			
Innovation Model		Product Model	
Explain Innovation Model			
Our chosen innovation model is Product Innovation ? focusing on designing & delivering original, trend-led fashion products with fast and 3 hours delivery, making Smartify Karo stand out in the crowded e-commerce space.			
Funding/Grants received for your business	Bootstrapped	Website Url	www.smartifykaro.com
Upload Pitch Deck			Uploaded
Startup Details -2			
Industry Group	Others (Diverse Industries)	Sector	Retail and E-commerce
Sub Sector	Personalized shopping experiences		
Udyog Aadhaar No.	218778173896	Upload Udyog Aadhaar	Yes
Nature of Entity	Private Limited Company		
Attach Articles of Association (AoA) copy	Yes	Attach Memorandum of Association(Moa) copy	Yes
Brand Name	Smartify Karo		
Has your startup applied for any IPR (Intellectual Property Right)			No

Company Registration Details			
Company Incorporation / Registration Number	U70200UP2025PTC227791	Company Incorporation / Registration Date	08-07-2025
Company Incorporation / Registration Certificate	Yes	Registered Address	Plot no 12 KH NO 154 MI, Shyam Vihar Colony Gaurbheet, Triveni Nagar, lucknow
State	Uttar Pradesh	City/District	Lucknow
Tehsil	Lucknow	Pincode	226020
PAN No. of the Entity	AAKCN6357L	Copy of PAN of the Entity	Yes
GST No. of the Entity		Copy of GST of the Entity	NA
TAN No. of the Entity	LKNN10459B	Copy of TAN of the Entity	Yes
Founder Details			
Person : 1			
Co-founder	Vipin Kumar Vaidh	Gender	Male
Mobile No.	8924044594	Email Id	vipinkumarvaidh@gmail.com
Pan No.	BEDPV2881J	Pan Card	Uploaded
Aadhaar no	218778173896	Aadhaar Card	Uploaded
Designation/ Role	Director	Address	plot 12 KH NO 154 MI shyam vihar colony gaurbheet road faizullganj
Equity%	50.00	Share Certificate	uploaded
Person : 2			
Co-founder	Seema	Gender	Female
Mobile No.	9565859610	Email Id	seemavaidh22@gmail.com
Pan No.	IWOPS6536M	Pan Card	Uploaded
Aadhaar no	592140578679	Aadhaar Card	Uploaded
Designation/ Role	Director	Address	plot 12 KH NO 154 MI shyam vihar colony gaurbheet road faizullganj
Equity%	50.00	Share Certificate	uploaded