

**Press Release**

**TANSIM launches 'StartupTN BrandLabs' and 'StartupTN Launchpad'**

**Chennai, May 28, 2022:** Tamil Nadu Startup and Innovation Mission (TANSIM) as part of its multipronged efforts to strengthen the startup ecosystem in the State is launching '**StartupTN BrandLabs**' a startup community based forum comprising successful entrepreneurs, emerging startups at various stages and aspirants including students to learn and unlearn all about marketing and branding.

'StartupTN Launchpad' will be one of the initiatives of 'StartupTN BrandLabs' to benefit startups to launch their novel products and services that serve as a platform to build a successful brand and scale up to the next level. It will be launched by the **Honorable Minister for Micro, Small and Medium Enterprises (MSME) T.M. Anbarasan** at the **IIT-M Research Park premises on May 31 (Tuesday), at 4.00 pm**

"Branding is the winning proposition for any company and is a blended skill of both arts and science. Most entrepreneurs from Tamil Nadu have been traditionally maintaining a low key culture in branding their products or services. 'StartupTN BrandLabs' is a knowledge and networking forum with branding experts from across the world and startup companies to continuously interact and evolve path breaking branding strategies," TANSIM Mission Director and CEO Sivarajah Ramanathan said.

This branding guidance program will be a community driven forum that is powered by TANSIM for emerging startups to gain initial market traction. It is to enlighten and enable them as well as the student community on the know-how to build successful brands with the guidance of experienced brand creators and subject matter experts. The event series is aimed at helping Tamil Nadu based startups to take their brands to the national and international arena.

Trailblazers and prominent entrepreneurs who have earned a reputation for their brands and built them into robust businesses that have set the benchmark for aspirants will share their experiences with early stage startups and students in these sessions. The pro bono celebrities eminent in

their respective industries will not only share their success stories but also the lessons they learnt the hard way and respond to the queries raised by aspirants during these interactive sessions. They will also continue to be mentors to help powerful brands for the state.

'StartupTN Launchpad', as the name goes, will be a platform that is part of 'StartupTN BrandLabs' Forum for Tamil Nadu based startups to launch their unique products and services without having to spend heavily on it during their early days. Aspiring startups who intend to make use of this platform can fill up the details in the application form online under the 'StartupTN Launchpad' section at [www.startuptn.in](http://www.startuptn.in)

Launchpad application forms should be filled up on or before 10th of every month to showcase their product/service on that month. Applications received beyond the deadline will be considered only for the following month. The application forms will be scrutinized by an expert committee and those handpicked for the event will be informed well in advance before the event.

At the launch, successful brand builders **Murugavel Janakiraman**, Founder & CEO of Bharat Matrimony, **C.K. Kumaravel**, Co-Founder & CEO of Naturals Salon and Spa, **Nishanth Chandran**, Founder & CEO of Tendercuts, **Jahabar Sadique**, Co-Founder & CEO of Chai Kings, will share their rich experiences in a session moderated by **Vijay Anand**, Founder and CEO of The Startup Centre.

'StartupTN BrandLabs' and 'StartupTN Launchpad' will be organized every month. Venue and time of the events will be updated on the StartupTN website [www.startuptn.in](http://www.startuptn.in)

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