

Sunil Kant Munjal invests ₹100 cr in Aavishkaar Bharat Fund

OUR BUREAU

New Delhi, April 20

Leading industrialist and Chairman of Hero Enterprise Sunil Kant Munjal on Thursday announced an investment of ₹100 crore into Aavishkaar's new fund, the Aavishkaar Bharat Fund.

This is also his endorsement of Aavishkaar's entrepreneurship-based approach in tackling these issues with sustainable solutions.

Aavishkaar, a part of the Aavishkaar-Intellectap Group, is one of the global investment firm and since its inception in 2002, it has made more than 50 investments, across sectors and geographies, including the low-in-



Sunil Kant Munjal, Chairman, Hero Enterprise

come States. "Currently, most of India's development has taken place in urban areas and in medium and large enterprises. So it is heartening that a number of small and brave entrepreneurs are getting into projects aimed at the Indian heartland. It is our turn to step in,

provide support, and help create prosperity at the bottom of the pyramid," Munjal said.

Hero Enterprise recently invested in a host of start-ups and select e-commerce ventures to capitalise on India's rapidly evolving demographics as well as the entrepreneurial energy of the youth, the company said.

These investments are based on Munjal's vision of building businesses and ventures that can become global in scale, promote entrepreneurship, have innovative business models and technologies, and embed principles of inclusive growth, the company added.