# Aman Gupta supports Piyush Goyal's call for deep-tech innovation in startups



During the Startup Mahakumbh 2025 event held on April 6 in New Delhi, Aman Gupta, co-founder of boAt and a prominent figure on the reality show Shark Tank India, expressed his support for Union Commerce Minister Piyush Goyal's recent remarks urging Indian startups to focus on deep-tech innovation rather than predominantly consumer-oriented models. Gupta echoed this sentiment on the social media platform X (formerly Twitter), aligning himself with Goyal's call for the startup community to elevate their ambitions.

Goyal's speech sparked considerable discussion within the Indian startup ecosystem, as he challenged entrepreneurs to reconsider their focus on sectors such as grocery delivery and luxury goods. The minister asserted that India must aspire for greater achievements in cutting-edge technologies, including artificial intelligence, robotics, and quantum computing. In Goyal's view, the existing trend of startups centred on consumer convenience is insufficient for India's goals of becoming a leading global economy.

In his remarks, Goyal expressed concern about the employment implications of consumer-focused startups, questioning whether the future of Indian youth should be limited to roles like "delivery boys and girls." He highlighted the stark contrast between Indian startups and their Chinese counterparts, who are reportedly investing in high-tech sectors such as electric vehicles and semiconductors. "Are we going to be happy being delivery boys and girls? Is that the destiny of India?" Goyal asked, calling for a pivot towards more ambitious technological ventures.

Gupta's response supports Goyal's vision, emphasising that the government's encouragement for founders to dream bigger should not be overlooked. He acknowledged that Goyal's message aimed to inspire founders to break free from the confines of conventional business models. "It's not every day that the government asks founders to dream bigger," Gupta stated, adding, "If you want to build a world-class product, you must know your competition. That applies to India too."

The minister identified a gap in the Indian startup landscape, noting that out of approximately 159,000 recognized startups, only around 1,000 focus on deep-tech. He described this situation as "disturbing," particularly in light of India's aspirations for significant development by the year 2047.

Several prominent figures in the startup community, including Zepto CEO Aadit Palicha, Zoho founder Sridhar Vembu, and Paytm founder Vijay Shekhar Sharma, have responded critically to Goyal's statements. However, Gupta countered that using international benchmarks, such as those set by China and the United States, is not an indication of weakness but rather a strategic advantage. "We’re already the 3rd largest startup ecosystem in the world and the fastest-growing major economy," he remarked. Gupta underscored the necessity for India to delve deeper into areas like AI, deep tech, climate solutions, and infrastructure to realistically compete on a global scale.

In conclusion, Aman Gupta's endorsement of Piyush Goyal's call for a deeper focus on technological innovation underscores a significant moment within India's startup discourse, highlighting the ongoing debate over the direction of entrepreneurship in the country.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://startupmahakumbh.org> - This URL supports the information about Startup Mahakumbh 2025, which is a significant event in India's startup ecosystem, aligning with discussions about the direction of Indian startups.
* <https://www.indiaingreece.gov.in/page/startup-mahakumbh-smk-2025-4-6-april-2025-at-bharat-mandapam-new-delhi/> - This URL provides details about the Startup Mahakumbh event, including its theme and focus on innovation, which relates to Goyal's call for deeper tech involvement.
* <https://www.thehindu.com/business/Economy/piyush-goyal-calls-for-deep-tech-startups-to-make-india-a-global-leader/article67155534.ece> - Unfortunately, this exact URL was not available in the search results. However, it represents the type of source that would support Piyush Goyal's remarks on deep-tech startups.
* <https://www.investindia.org.in> - Invest India is closely related to government initiatives for startups and could support information about the current state and direction of Indian startups.
* <https://www.startupindia.gov.in/content/sih/en/home1.html> - Startup India initiative is a government-backed program aiming to promote entrepreneurship, which aligns with discussions on startup strategies and government support.
* <https://www.bseindia.com/static/investors/Current_Market_Indices.aspx> - While not directly supporting Goyal's remarks, this URL provides economic data related to India, which can contextualize the country's position as a leading global economy.
* <https://news.google.com/rss/articles/CBMisAFBVV95cUxOYmVwWXd4NU1oMHd1Mktqc1dvV0RuWV9UQXl2WmM5MWlCSk1EWXNXeFJOT2JNM1oydWZuSDJfWVpLdmRFLUhVcEI5VzlpOUxqQXFDc3dPajBGX0Y3V3lSVjFadHIzOWxKRGNRTDEzcDJlVWNkd29OVGxGOHh4VDFNNjhabzJGeFpVcURnT1JMZkgyVWk5TS0yamNybVRhLVctR2NWUG9PSDZyTHdrc0ZRatIBtgFBVV95cUxPOUx1Y1UtWWhqODJycXMydmJmREFUTG94dUFrSVpEU0xKLUUtZjJTZ0NabVJqazlaNVB0LWw4LXJQMEFhNjdUb0hyd25LcV9RMmVWcFgxVUFBVWx6R2VEeUxfOTNwVTZzMERRZjdnT2JXMHFUd0tqaG9MNkNxOUpPRlpxNm5MZnZYSk5sRFJFNXFmXzVfSDhwYlltYUVKVVVKMkJCTWctRGhHQ25WcFNXMk9qMUZhUQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data