

# (USER MANUAL) GAIL START-UP APPLICATION

(EXTERNAL USERS)

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# 1. Introduction

The GAIL START-UP portal is an online platform by GAIL (India) Limited under the GAIL Pankh initiative to invite innovative proposals from external entrepreneurs and start-ups. This manual provides step-by-step instructions for external users to access, register, log in, and submit proposals through the portal.

# 2. Accessing the Application

#### Path to Access:

- → Open a web browser and visit <a href="https://gailonline.com">https://gailonline.com</a>
- → Scroll down to the section titled "GAIL Pankh"
- → The GAIL START-UP screen will open.



# 3.0 Login

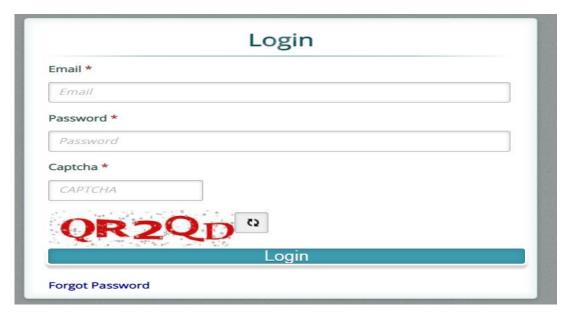
 → On the GAIL START-UP screen, look at the right side of the screen and: Click on "Submit Your Proposal"
 This will open a login screen for external users.

Or

→ Simply click on Login button.

# **Existing User:**

Click on "Login" and fill in the required details to login to the account.



# **Dashboard Options After Login**

Once logged in, users will see the following two options:

- → New/Draft Proposal
- → Submitted Proposal

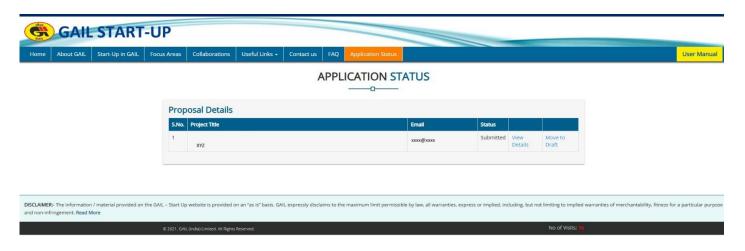
# 4.0 Procedure for Editing the Submitted proposal

Click on "Submitted Proposal" as shown below





A new window will appear as given below:



Click on 'Move to Draft"

**After clicking on button "Move to Draft",** A Proposal Submission Form will appear, which includes the following 5 stages:

# Important instructions for Editing the Start-Up application:

- Any application cannot be edited again after final submitting.
- To edit an entry, first delete the earlier saved data by using Remove button. After removing the data, you have to fill the new data and press Add button to save the new data.
- Please note that Certificate of Incorporation and Certificate of Recognition (DIPP Certificate) are mandatory for filling the application.
- Fields marked with \* are mandatory.
- Ensure all uploaded files are in PDF format and under 500 KB size.
- Click "Upload" after selecting each document file.
- Please crosscheck the uploaded document file by clicking "View" button.
- Timer is for very short time, keeping system open and idle for long time will timeout the session, so keep saving at each stage. Please login again to move ahead to subsequent stages.
- In case, by mistake, if you logged out without final Submission, please click on button "New/Draft Proposal" once logged in for further editing your application

# **Step-by-Step Process**

→ Click on "New/Draft Proposal" to begin filling a new application.

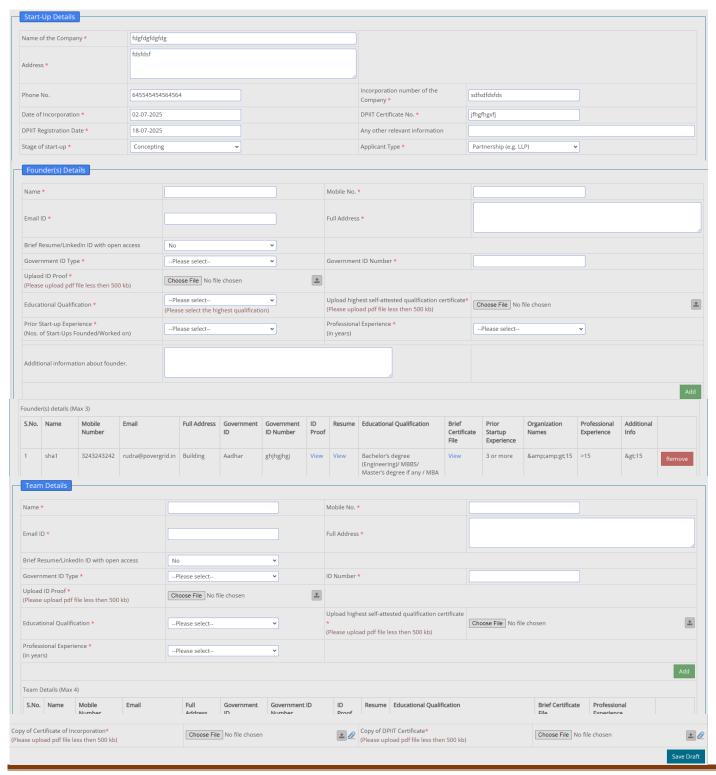
A Proposal Submission Form will appear, which includes the following 5 stages:



# Proposal Submission Form (Only Indian nationals and Indian companies can apply) Documents to be uploaded only in .pdf format (upto 500kb) Personal/Company Details Project/Idea Details Business Details Financial Details Miscellaneous Details

#### 4.1 Stage 1: Personal / Company Details

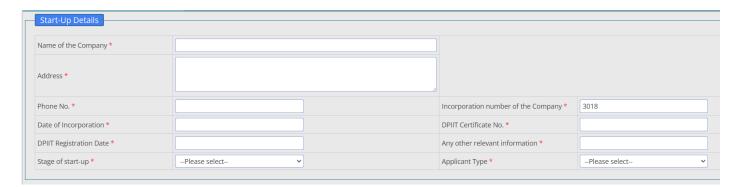
Enter individual or organization-related information.





Let's go through these sections one by one:

#### a) Start-Up Details



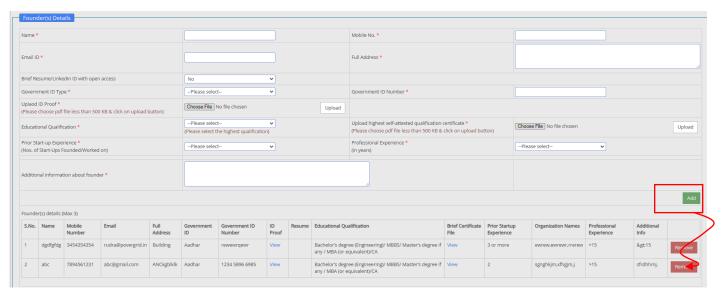
Field	Description
Name of the Company*	Enter the registered name of your Start-Up Company.
Address*	Provide the complete address of the Company.
Phone No*	Enter the company's contact number
Incorporation Number of the	Enter the Incorporation number as per Certificate of
Company*	Incorporation
Date of Incorporation*	Enter the date as per Certificate of Incorporation
DPIIT Certificate No*	Enter the DPIIT (Department for Promotion of Industry and
	Internal Trade) certificate number.
DPIIT Registration Date*	Enter the date as per Certificate of Recognition (DPIIT)
Any Other Relevant Information	Provide any additional information relevant to the start-up
Stage of Start-Up*	Select the current stage from the dropdown: Ideation,
	Concepting, Commitment, Validation, Scaling, or
	Establishment.
Applicant Type*	Choose the appropriate type: Individual, Partnership (e.g.,
	LLP), Private Limited Company, or Others

#### Important instructions for filling the Founder and Team Details:

- Fields marked with \* are mandatory.
- Ensure all uploaded files are in PDF format and under 500 KB size.
- Click "Upload" after selecting each document file.
- Please crosscheck the uploaded document file by clicking "View" button.
- Entered data about the founder details can be saved by clicking on "Add" button so that new details can be entered in the above shown section.
- Maximum 3 founder entries are allowed in this section. After 3 entries system will not allow to add new entry and will ask to remove the existing ones.
- Use the Remove button to delete any founder details
- To edit the founder details please use remove button to delete the founder details and add revised details about founder



#### b) Founder(s) Details:



Fill up the details of the founder (same as above section).

click on Add Button → this filled up forms data is reflected below the form as shown below→



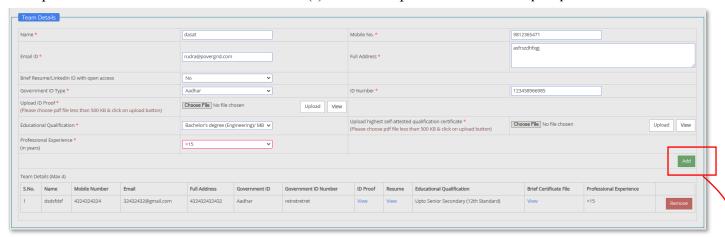
Field	Description
Name*	Full name of the founder.
Mobile No. *	Mobile number of Founder.
Email ID*	Email of Founder.
Full Address*	Complete residential address
Brief Resume / LinkedIn ID	Upload a brief resume or share an accessible LinkedIn
	profile link.
Government ID Type*	Select the ID type (Aadhaar, PAN, Passport, etc.).
Government ID Number*	Enter the ID number of selected Govt ID
Upload ID Proof*	After choosing from dropdown, Upload the same
	government ID in PDF format.
Educational Qualification Select from*	Click any one option after choosing from dropdown as per
	your Highest educational qualification and Upload the
	same selected qualification certificate.
Upload Highest Qualification Certificate*	Choose highest educational qualification certificate in PDF
	format (less than 500 KB size) then Click Upload
Prior Start-up Experience*	Click any one option after choosing from dropdown as per
	your prior Start-Up experience
Professional Experience (in years) *	Click any one option after choosing from dropdown as per
	your professional experience
Additional Information about Founder	Provide any other relevant details.

Note-: After filling all above data, please click 'Add' button so that data of respective founder should be saved in the system



#### c) Team Details:

Fill up the details of the team same as Founder(s) Detail except the 'Prior Start-Up Experience'.



click on Add Button  $\rightarrow$  This filled up Team data will be reflected below in the form as shown below  $\rightarrow$  For adding next team member, repeat the same procedure again as given above and Click Add Button.



In the End of these sections

# d) Mandatory Document Uploads

1) Copy of Certificate of Incorporation\*:

Upload the Certificate of Incorporation of the Start-Up.

 $\rightarrow$  Format: PDF only

→ File size: Less than 500 KB

→ Click on Choose File, select the file, then click Upload.

2) Copy of Recognition (DPIIT Certificate) \*:

Upload the certificate issued by the Department for Promotion of Industry and Internal Trade (DPIIT).

 $\rightarrow$  Format: PDF only

→ File size: Less than 500 KB

→ Click on Choose File, select the file, then click Upload.

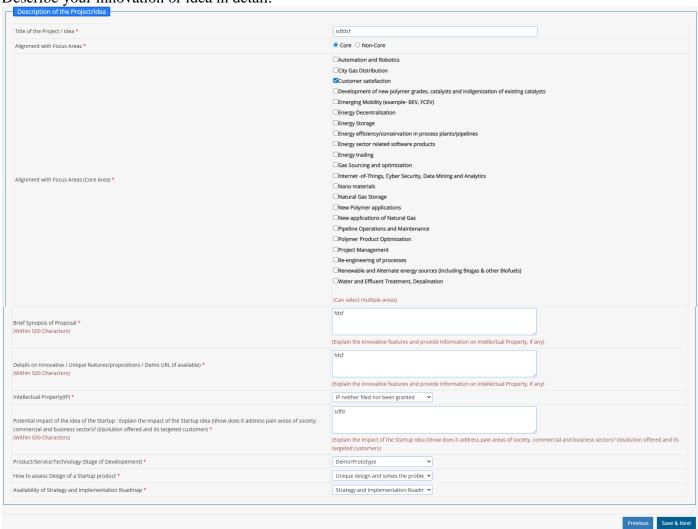


Click the "Save and Next" button to proceed to Stage 2: Project / Idea Details. You may revisit and edit this section before final submission.



#### 4.2 Stage 2: Project / Idea Details

Describe your innovation or idea in detail.



#### A. Basic Project Information

Field	Description
Title of the Project / Idea*	Enter a short, clear, and descriptive title for your idea or innovation.
Alignment with Focus Areas*	Choose whether the idea aligns with Core or Non-Core focus areas of GAIL. List of Core and Non-Core area will be dropdown against respective selection.

## **B.** Alignment with Focus Areas

#### (Core Area)

If you select Core, a list of specific core focus areas will appear. You can select multiple options from the following:

- Automation and Robotics
- City Gas Distribution
- Customer Satisfaction
- o Development of New Polymer Grades, Catalysts and Indigenization of Existing Catalysts



- o Emerging Mobility (e.g., BEV, FCEV)
- Energy Decentralization
- o Energy Storage
- Energy Efficiency/Conservation in Process Plants/Pipelines
- Energy Sector Related Software Products
- o Energy Trading
- o Gas Sourcing and Optimization
- o Internet of Things, Cyber Security, Data Mining, and Analytics
- Nano Materials
- o Natural Gas Storage
- New Polymer Applications
- New Applications of Natural Gas
- o Pipeline Operations and Maintenance
- o Polymer Product Optimization
- Project Management
- o Re-engineering of Processes
- o Renewable and Alternate Energy Sources (including Biogas & Other Biofuels)
- Water and Effluent Treatment, Desalination
- ✓ Select all applicable areas that your idea addresses.

#### (Non-Core Area)

- o Agri-Tech
- o Bio-Tech Startups
- o CO2 conversion/utilization
- Care of elderly and differently abled
- O Drinking water & Sanitation
- E-commerce
- Education
- Fintech
- GHG reduction
- o Internet of Things, etc.
- Nature Based solutions
- Nutrition & Health
- o Pollution abatement
- o Rural development
- Security & Safety
- Skill development
- o Techno-medical
- Women empowerment
- Select all applicable areas that your idea addresses.



Alignment with Focus Areas *	○ Core ● Non-Core
Alignment with Focus Areas *  Alignment with Focus Areas (Non-Core Area)	O Core ● Non-Core  □Agri-Tech □Bio-Tech Startups □CO2 conversion/utlization □Care of elderly and differently abled □Drinking water & Sanitation □E-commerce □Education □Fintech □GHG reduction □Internet of Things, etc □Nature Based solutions □Nutrition & Health □Pollution abatement □Rural development □Security & Safety □Skill development □Techno-medical □Women empowerment
	(Can select multiple areas)

# C.Proposal Synopsis and Innovation Details

Field	Description
Brief Synopsis of Proposal*	Provide a concise summary of your
	proposal (within 500 characters).
Details on Innovative / Unique Features	Describe the uniqueness of your idea or
/Demo URL*	solution, and include a link to a demo if
	available (within 500 characters).
Intellectual Property (IP)*	Select from the dropdown:
	• IP Filed
	• IP Granted
	• IP Neither Filed nor Granted
IP Document Number*	Mention the document Number of Granted or Filed IP.
Uploading of IP Document	If you selected either IP filed or IP Granted from dropdown,
	an option for upload a copy of IP document will pop-up.
	Kindly choose your IP document (showing document number
	as you have filled above) from your computer and then click
	upload



# **D. Potential Impact and Commercial Readiness**

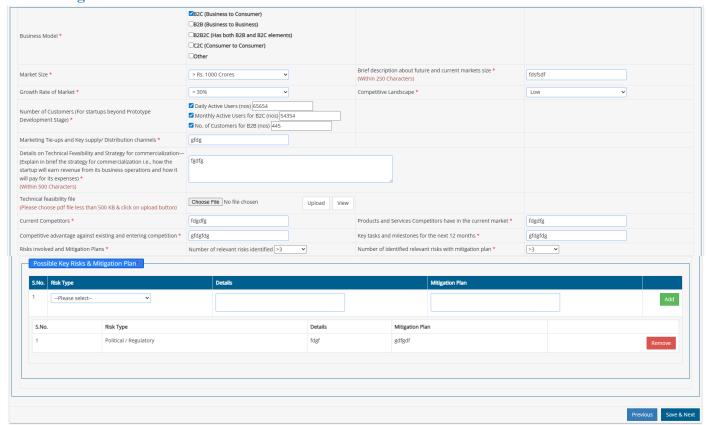
Field	Description
Potential Impact of the Idea*	In 500 characters, explain how the idea solves societal, commercial, or
	industrial problems. Also mention that who are the target customers.
Product/Service/Technology	Choose any one as per Start-Up's product current stage from the
(Stage of Development)*	dropdown:
	Production / Commercialization
	Demo / Prototype
	Customer Trials / POC
	Ideation / Planning
How to Assess Design of the	Choose any one from the dropdown:
Startup Product*	Unique design and solves the problem outlined
	Not a unique design but solves the problem outlined
	Not unique design and doesn't solve the problem outlined
Availability of Strategy and	Select any one from the dropdown:
Implementation Roadmap*	Strategy and Implementation Roadmap Available
	Strategy but No Implementation Roadmap
	No Strategy and No Implementation Roadmap

# E. Navigation

Click "Previous" to go back to any previous Stage one by one. Click "Save and Next" to move to Stage 3: Business Details.



#### 4.3 Stage 3: Business Details



#### A. Business Model & Market Size

Field	Description
Business Model*	Select Tick the model (more than one can be selected) that best
	describes your startup:
	• B2C (Business to Consumer)
	• B2B (Business to Business)
	• B2B2C (Has both B2B and B2C elements)
	• C2C (Consumer to Consumer)
	• Other
Market Size*	Choose any one from the dropdown:
	• > ₹1000 Crores
	• ₹500–1000 Crores
	• ₹100–500 Crores
	• < ₹100 Crores
Brief Description of Future and	Describe the existing and projected market opportunity in 250
Current Market Size*	characters.

#### **B.** Market Growth & Competition

Field	Description
Growth Rate of Market*	Select any one from the option of the market's expected annual growth rate from dropdown:  •>30%  • 20%–30%  • 10%–20%  • <10%



Competitive Landscape*	Select any one from dropdown:
	• Low
	• Medium
	• High

# **C.** Customer Information (Applicable for startups beyond prototype stage)

Field	Description
Daily Active Users (Nos.)	Enter number of users interacting with your product/service
	daily.
Monthly Active Users for B2C (Nos.)	Enter monthly active consumer users.
No. of Customers for B2B (Nos.)	Enter number of current business clients.

# D. Marketing & Revenue Strategy

Field	Description
Marketing Tie-ups and Key Supply/Distribution	Mention any established partnerships for
Channels*	marketing, supply, or distribution.
Technical Feasibility & Strategy for	In 500 characters, briefly explain:
Commercialization*	Revenue generation plan
	• Expense coverage
	Scalability strategy
Upload Technical Feasibility File	Upload supporting file (optional):
	• Format: PDF only
	• Max Size: 500 KB
	Click Choose File, select, then Upload

# **E.** Competitive Analysis

Field	Description	
Current Competitors*	List current competitors offering in similar	
	Business/services.	
Products and Services Competitors Have*	Describe what competitors are currently offering.	
Competitive Advantage*	Highlight how your offering stands out from	
	existing or potential market players.	
Key Tasks and Milestones for the Next 12 Months*	Define specific goals you aim to achieve in the next	
	year (e.g., product launches, funding rounds,	
	expansions).	

# F. Risk Assessment & Mitigation Strategy

Field	Description		
Risks Involved with Mitigation Plans*	Choose any one option for the number of risks		
	identified from Dropdown:		
	•>3		
	• 3		
	• 2		
	•1		



27 1 0711 11251 1 71	
Number of Risks with Mitigation Plans*	Choose any one option for how many of those risks
	have a clear mitigation plan from Dropdown: (
	Note: Nos. of Risk and Nos. of Mitigation plan
	should be same)
	•>3
	• 3
	• 2
	• 1

# Possible Key Risks & Mitigation Plan Table

You can define multiple risks using the Add button. Each row in the table includes:

- $\rightarrow$  S. No.
- → Risk Type\*: Select from:
  - Political/Regulatory
  - Market / Competition
  - Supply Chain Risks
  - Others
- → Details\*: Describe the risk
- → Mitigation Plan\*: Explain how it will be mitigated

**Click Add** to include more risk entries (clicking on "Add" button saves the entered data and is reflected in the table below the fields as shown above).

Click Remove to delete a row from the table.

#### G. Navigation

Click "Previous" to return to Stage 2: Project / Idea Details

Click "Save and Next" to continue to Stage 4: Financial Details

#### **Note for Stage 3:**

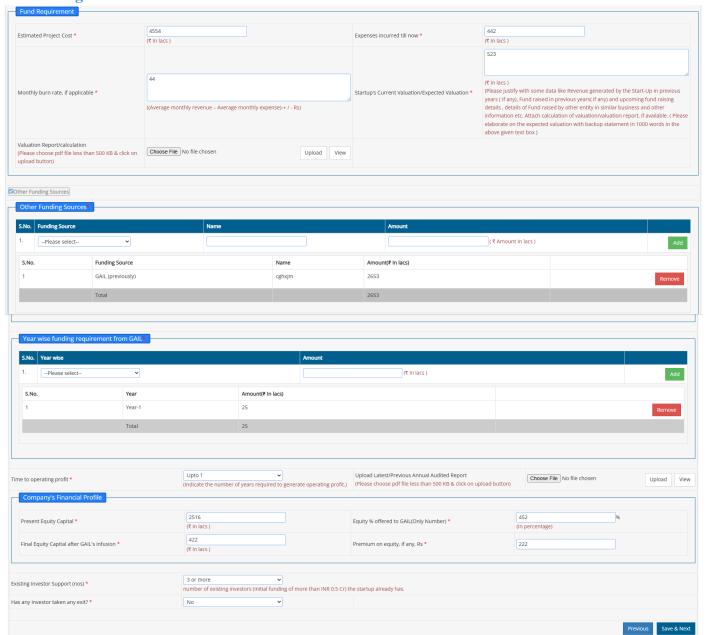
Be realistic yet optimistic about your market sizing and growth projections.

Avoid generic descriptions in competitive advantage—be specific.

Risk planning shows foresight—ensure risks and mitigation strategies are aligned.



#### 4.4 Stage 4: Financial Details



#### A. Fund Requirement Overview

Field	Description
Estimated Project Cost*	Total projected cost of your start-up project (₹ in lacs). (Please mentioned in lacs only by dividing Rs value by 10^5)
Expenses Incurred till Now*	Mention all expenses already made till date (₹ in lacs). (Please mentioned in lacs only by dividing Rs value by 10^5)
Monthly Burn Rate*	Indicate the average difference between revenue and expenses per month (positive or negative):  Monthly Burn = Avg. Monthly Revenue – Avg.  Monthly Expense
Start-up's Current / Expected Valuation*	Mention your current or expected valuation (₹ in lacs). (Please mentioned in lacs only by dividing Rs



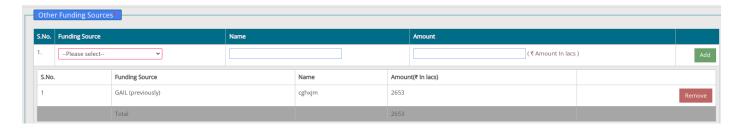
	value by 10^5). You must justify your valuation
	using:
	Past revenue
	Previous funds raised
	Comparable industry data
	Valuation methods/calculations based on future
	projection
	Use the text box provided to elaborate (up to 1000
	words).
Upload Valuation Report/Calculation	Attach a PDF report or sheet supporting your
	valuation.
	• Format: PDF
	• Max size: 500 KB
	• Click Choose File, then Upload.

#### **B.** Other Funding Sources

Below the valuation report section, there's a checkbox labeled:

✓ Other Funding Sources

Tick this box if the startup has received or expects to receive funds from other sources.



Clicking on "Add" button will save the data and reflected in table below so that user can make a new entry.

Funding Source with Amount *	Choose at least one option from Dropdown:		
	• GAIL (previously)		
	<ul> <li>Private/own funds of founders</li> </ul>		
	• Incubator or Accelerator programs/ Govt. Programs like MUDRA		
	Angel Investment/ Venture Capital		
	• Loans		
	Others (Please Specify)		

#### C. Year-wise Funding Requirement from GAIL\*

Fill in the amount of funding required from GAIL for each year (up to 5 years). Use the Add button to add more years.

Clicking on "Add" button will save the data and reflected in table below so that user can make a new entry.



S. No.	Year	Amount (₹ in lacs)
Year wise funding requirement from GAIL	Select from dropdown (more than 1 can be selected one by one using Add button ):  • Year-1  • Year-2  • Year-3  • Year-5	Enter the required amount (as year is added, table is formed with each year entry and total in the end)

 $<sup>\</sup>rightarrow$  Click Add to enter more rows.

# **D.** Time to Operating Profit

This section captures the estimated duration to reach operating profitability and requires a document upload.

Field	Description
Time to Operating Profit*	Select any one option for the expected time needed
	to become profitable from dropdown:
	• Up to 1 Year
	•>1 to 2 Years
	•>2 to 3 Years
	•>3 to 4 Years
	• >4 Years
Upload Latest/Previous Annual Audited Report	Upload your most recent audited annual financial
	report.
	• Format: PDF
	• Max size: 500 KB
	• Click Choose File, then Upload.

# E. Company's Financial Profile

Field	Description
Present Equity Capital*	Total current equity capital (₹ in lacs). (Please
	mentioned in lacs only by dividing Rs value by
	10^5)
Equity % Offered to GAIL*	Mention the equity percentage (in numbers only)
	your startup is willing to offer GAIL in exchange
	for funding.
Final Equity Capital After GAIL's Infusion*	State what the final equity capital would be after
	GAIL's investment (₹ in lacs). (Please mentioned
	in lacs only by dividing Rs value by 10^5)
Premium on Equity, if any (₹)*	Mention the premium (if any) on the equity shares
	being offered to GAIL.



<sup>→</sup> Use Remove to delete an entry (if available).

# F. Existing Investor Support

Field	Description
Existing Investor Support (Nos)*	Select any one option for the number of existing
	investors who have invested more than ₹0.5 Crores
	in your startup from dropdown.
	• 3 or more
	• 1 or 2
	• 0
Has Any Investor Taken an Exit?*	Select Yes or No based on whether any previous
	investor has exited the company.

# G. Navigation

Click "Previous" to return to Stage 3: Business Details Click "Save and Next" to continue to Stage 5: Miscellaneous Details



#### 4.5 Stage 5: Miscellaneous Details

Include any other supporting information.

Personal/Company Details	Project/Idea Details	Business Details	Financial Details	Miscellaneous Details	
Has your Startup done any POC (Proof of Concept)? *	Not applicable 🗸				
Any other information related to your application * (Within 500 Characters)	gfhbm				
Any other relevant document /PPT * (Please choose pdf file less than 500 KB & click on upload button)	Choose File No file chosen	Upload View How did you hear about	us ? *	mployee	
Declaration of Blacklisting (Select 'Yes' if you are not blacklisted;	Declaration of Blacklisting (Select 'Yes' if you are not blacklisted; 'No' if you are blacklisted.)				
CYes®No					
Upload BlackList Document * (Please choose pdf file less than 500 KB & click on upload button)  Choose File No file chosen  Upload View Holiday listing and/or enquiry)					
I confirm that all above information in application is true to the best of my knowledge.					
I/We hereby confirm that the Company turnover for any of the financial years has not exceeded ₹ 100 cores.					
				Previous Save & Next Preview	

### POC (Proof of Concept)\*

Select whether POC has been done or not (Yes / NO).

#### **Additional Information\***

Text Box (within 500 characters)

# **Upload Additional Files (optional)\*:**

Relevant document or PPT (PDF < 500 KB)

#### **Source Awareness**

How did you hear about us? (Dropdown)

# **Declaration of Blacklisting**

- Choose Yes or No (Select 'Yes' if you are not blacklisted, 'No' if you are blacklisted)
- If Yes, kindly tick the declaration form i.e. you are not backlisted
- If No, upload Blacklist Document (PDF < 500 KB)
- Provide of blacklisting or enquiry if applicable.

## Final Declaration (if selected 'Yes')

Tick the confirmation checkbox stating:

#### **Declaration of Blacklisting**

I/We hereby declare that neither I/We nor our Startup or a parent, subsidiary or associate Company under direct or indirect common parent is/are presently nor in the past been placed on any Black list or Holiday list by GAIL India Limited or by any Public Sector Company in India or by any Department of State or Central Government and that there is no pending inquiry by GAIL or by any Public Sector Company in India or by any Department of State or Central Government, against us or a parent, subsidiary or associate Company as aforesaid in India, in respect of criminal, corrupt or fraudulent practice(s), except as indicated below:



(Herein give particulars of Blacklisting or Holiday listing and/or inquiry and in the absence thereof state "NIL")

I/We also declare that promoter(s) of the Startup do not have any criminal case pending in any court of law in India or abroad.

It is understood that if this Declaration is found to be false, GAIL shall have the right to reject my/our proposal, and if the proposal has resulted in an investment, the Investment Agreement is liable to be terminated without prejudice to any other right or remedy (including blacklisting or holiday listing) available to GAIL.

☐ I confirm that all above information in application is true to the best of my knowledge.

I/We hereby confirm that the Company turnover for any of the financial years has not exceeded ₹ 100 crores.

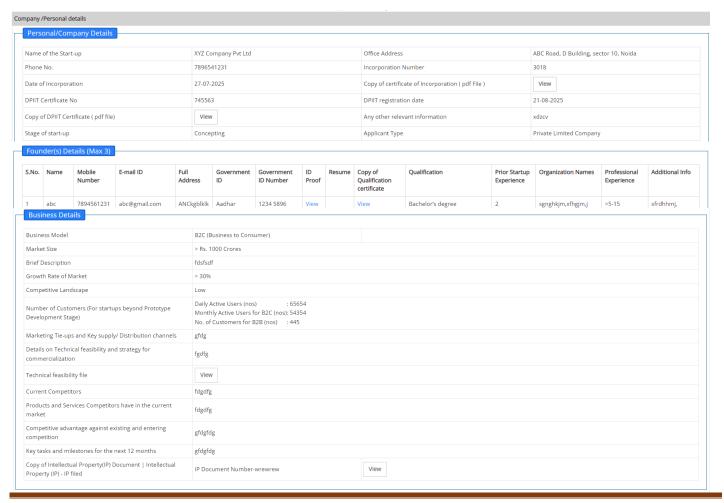
#### Click:

- Before go back
- Save & Next to save progress
- Preview to view complete proposal before submission

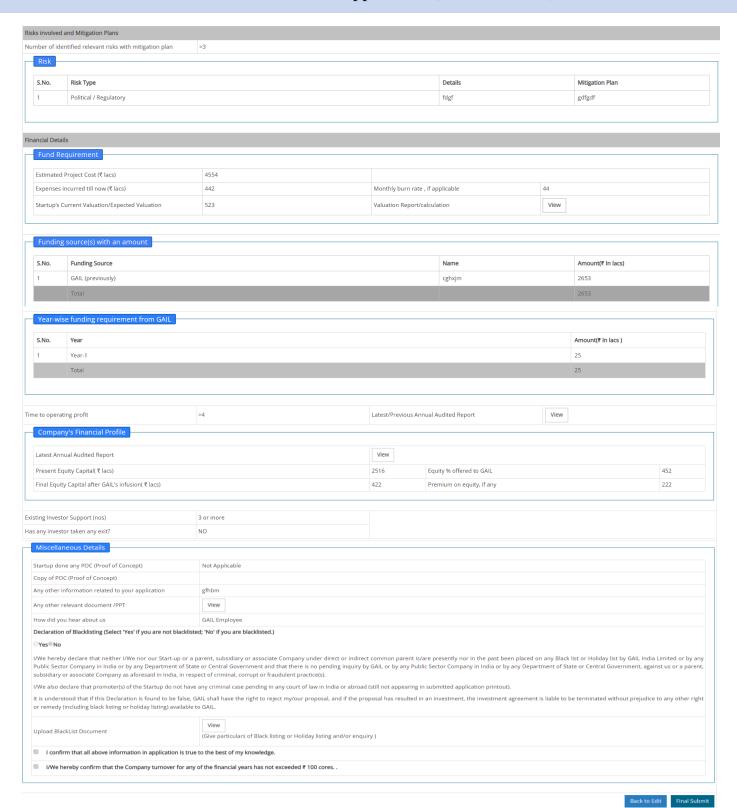
#### 4.6 Submission:

By Clicking on "Preview", user can see all the details he/she have filled up till now. "Preview" page shows "submit" button in the end which is a final submission from user side and concludes the proposal submission process.

Below is how "Preview" looks like:







#### User clicks on "Back to Edit"

→ User will be taken back to the miscellaneous section and from there user can navigate to any section that he wants to edit by clicking on "Previous" or "Save and Next".

#### User clicks on "Final Submit"

- → pop up message asking whether you are sure, if everything is correct from your side, click ok or cancel.
- $\rightarrow$  once submitted, one more pop up with application being submitted successfully displays on the user screen.
- → once submitted, user will not see the "back to edit" or "final submit" button and the application moves to "Submitted Proposal"



# 4.7. Submitted Proposal

Once submitted, your proposal will move from "New/Draft Proposal" to "Submitted Proposal" section for tracking and future reference.

