

Aseem Ghavri is Ashneer Grover's secret co-founder of Third Unicorn

Third Unicorn, a new company to be soon floated by former BharatPe co-founder and MD Ashneer Grover and his wife Madhuri Jain, will be in the B2C space and Aseem Ghavri who has joined the business with the Grovers.

Ghavri said a formal announcement regarding the launch of the new company will be made in late February or early March 2023.

"While we're not currently revealing the idea or space we're going to be coming with, I can tell you it's going to be a B2C startup," he adds. "We've already hired seven employees but Third Unicorn will have absolutely no designations or titles of jobs— it will be a flat hierarchy," he added.

The company plans to hire new staff but not more than 50 employees in total and as an incentive for them to stick around for longer, Grover said in a LinkedIn post, all the employees who complete five years at the company would be gifted a Mercedes car.

On funding, Ghavri said, "At this point in time angel investors can come to the capable but before that there will be a vetting process. We're not looking for venture capitalists at this point in time, only angel investors rest, we'll see how things turn out in the future".

Aseem Ghavri founded Code Brew Labs in 2013, an enterprise application development company that provided tech to BharatPe as well.

A message sent to Grover seeking information on the new venture did not elicit a reply, but after resharing Ghavri's

post on LinkedIn, Grover said he was “excited to work with Aseem at The Third Unicorn as a co-founder”.

Let's learn more about Ashneer And Aseem

Indian businessman Ashneer Grover co-founded the Indian financial business BharatPe alongside Shashvat Nakrani and Bhavik Koladiya in 2018. He even worked as managing director (MD) from 2018 to 2019. He also appeared as an investor on the reality TV show ‘Shark Tank India’.

Ashneer Grover: Life and Education

He was born on June 14, 1982, in Delhi, India. His father was a Chartered Accountant (CA) and his mother was a teacher. He completed his degree in the national capital and graduated with B Tech in civil engineering from the Indian Institute of Technology (IIT) Delhi, India.

Recently, he faced several suits alleged by the BharatPe company over doing a “vicious and vitriolic campaign”. The case included him and his wife, Madhuri Jain Grover’s brother-in-law, her father and brother.

Aseem Ghavri

Aseem started his entrepreneurial journey with Hungryville to organize street food vending models during his college times and then went on to experiment with many tech ideas and start an e-commerce company.

His other venture was Blocktech Brew where built a business ecosystem with decentralization, increased security, and transparency with our custom blockchain app development, Defi, Metaverse, NFT, Cryptocurrency, and other Web 3.0 development

solutions.

He is also a seed investor in many startups and helps them with his strong tech skills. He has assisted many Indian and global startups with unicorn status in the past which includes BharatPe, Gasit Up (USA), Grintafy (MiddleEast) and Sozu (Mexico).

After learning from his various experiences and failures in entrepreneurship, he finally came up with Code Brew Labs in the year 2013. It is a mobile application and website development venture that specializes in technological solutions for businesses. It has a team of over 600 plus employees in the country and international markets including the US, UAE, Mexico and Canada.

Ghavri built Code Brew Labs as a bootstrapped product venture that crossed over the 100 Crore turnover yearly mark while clocking profitability.

Summary

According to Aseem Ghavri, who now has partnered with the Grovers for an initiative, the Third Unicorn, a new venture that will possibly be launched by ex-BharatPe co-founder Ashneer Grover and his wife Madhuri Jain, would operate in the B2C market in the month of February or Early in the month of march 2023.

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