



AN INITIATIVE BY

**Motwani  
Jadeja**  
Foundation



**INDIA TECH PARK**

## **The Motwani Jadeja Foundation recently hosted India Tech Park at CES2021**

**Founded in 2020 in an effort to amplify India's startup ecosystem and position India as a major player in the world economy, MJF's India Tech Park was the first ever India pavilion at CES in 50 years.**

Now, for the second consecutive year, India Tech Park has provided an opportunity for Indian entrepreneurs in the consumer-electronic industry to exhibit their product or service on the global stage for innovation, and gain international exposure.

The Motwani Jadeja Foundation identified and curated a selection of promising start-ups that are driven by innovative young entrepreneurs with a passion for sustainability and global problem-solving. The short-listed candidates for CES2021 were:



## Hyper Lychee

Home appliance company, Hyper Lychee, comprised of Hannan Hakim, Juzer Saleem and Nadine Breuer, have invented a powerful scrubber for 'everyday cleaning needs' with an 'ergonomic and intuitive design' that boasts various attachments for the cleaning of all kinds of surfaces. There is also an app-controlled dashboard with a community and store.



## BlueArmor

Founded by Sundararajan Krishnan (PK), the team at BlueArmor have invented three versions of their smart motorcycle helmet coolers. These products are a unique innovation that aim to provide a comfortable riding experience to two-wheeler riders. The units can be attached to any full face helmet to experience cool, dust-free, filtered air inside the helmet.



## Square Off

The world's smartest chessboard, Square Off, can think and make its own moves. Smart, automated and globally connected, this chess board is also handcrafted, featuring intricately carved pieces, and intelligent, with 20 levels of difficulty to choose from. There is also an app so that players can connect with other players all over the world.



## Cradle Wise

Smart crib designer, Cradle Wise, which can spot Quiet Phase Wake-up signs. It then soothes the baby back to sleep by bouncing the crib, as a parent would. This is called Quiet Sight Technology. The bounce mimics the natural and soothing movement of a parent bouncing the baby in his or her arms. Crib movements aren't sudden; it starts and stops bouncing softly. And the patented bouncing mechanism itself is very quiet. The crib also automatically plays curated music to soothe and calm the baby to sleep.



## Nymble

Robotic kitchen appliance developer Nymble has invented the product 'Julia' which makes food on autopilot. With in-built weight sensors which help it measure and dispense, adaptable recipes, versatile stirring for even cooking, and an embedded Chef Eye Camera module which allows it to measure the precise temperature of ingredients as well as give it the ability to 'see'.



## WeHear Hearing Solutions

India's first hearing care company, WeHear Hearing Solutions, aims to develop the most effective and economical hearing solutions. They have successfully developed the hearing-aid solution for hearing impaired in order to empower them and give them the gift of a better life. Most recently, they have produced WeHear OX, open ear wireless bone conduction headphones, which use bone conduction technology to deliver music through your cheekbones, ensuring ears remain completely open to hear ambient sounds elsewhere. Ear health-friendly and perfect for long time usage, they don't harm your ears.

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CES is the largest and most influential consumer technology event in the world. It provides a space for entrepreneurs, thought leaders, and innovators to connect, collaborate and showcase their work to a global tech marketplace. Due to the ongoing pandemic, CES 2021 was an all-digital experience for the first time ever. It took place from January 11-14, 2021.

**“Participation of Indian startups at powerful global events like the CES is of critical importance as these companies seek to be globally competitive from the start. It is no longer enough for our companies to be making products simply for the Indian market.”**

**ASHA JADEJA MOTWANI**

founder of Motwani Jadeja Foundation

Startups promoted by India Tech Park have gained significant media traction since their launch at CES2021. Cradlewise was named as one of the 10 Best Products for Families from CES 2021 by Parents Magazine and won The Editor’s Choice Award by USA Today. Yahoo Style featured Hyper Lychee’s Skadu as “the coolest consumer tech innovations you can find at CES 2021”.

The Motwani Jadeja Foundation is proud to host this annual meeting of minds at India Tech Park, and to be involved in bringing these incredible inventions out into the world with CES 2021.

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