



Notable Celebrity Investors Shaping India's Startup Ecosystem

Tracking the celebrities, the startups, and the funding rounds behind India's celebrity investment (2021–2026 YTD).

2026

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Overview:

This listicle features the 10 celebrities with the highest number of disclosed startup investment rounds in India between 2021 and 2026 YTD, ranked by round count. It reflects disclosed rounds only and is not a ranking of total capital invested or public profile; other active celebrity investors fall outside this list because they have fewer disclosed rounds in this period.

Collectively, these 10 celebrities took part in 49 disclosed funding rounds across 34 startups, with a combined disclosed round value of ~\$458M. Shilpa Shetty Kundra leads with 10 disclosed rounds, followed by MS Dhoni and Sachin Tendulkar with 6 rounds each, Shraddha Kapoor and Virat Kohli with 5 rounds each, Alia Bhatt and Anushka Sharma with 4 rounds each, and Ranveer Singh, Rohit Sharma, and Suniel Shetty with 3 rounds each. Of the 49 rounds, 27 (55%) are Angel or Seed and 13 are Series A. Nine celebrity-company pairs account for 22 of the 49 rounds, including Sachin Tendulkar's five rounds in Spinny and Shilpa Shetty Kundra's three rounds in WickedGud. Maharashtra accounts for 15 of the 34 companies (12 in Mumbai), followed by Haryana (6), Karnataka (5) and Delhi (3). Among the 34 companies, 1 is unicorn (Spinny), 2 are soonicorns (Sugar Cosmetics, XYXX), 17 are minicorns, and 5 have reached an acquisition or public-listing event since the rounds shown here.

Methodology:

This list considers funding rounds raised by India-headquartered startups between 1 January 2021 and 2026 YTD, in which at least one of the 10 featured celebrities participated as an investor. Celebrities are ranked by the total number of individual funding rounds with disclosed amounts that they participated in during this period. Data is sourced from the Tracxn platform.

Callouts:

- The amount shown against each round reflects the round's total disclosed funding value, and not the specific amount contributed by the celebrity investor. Celebrity investors typically participate in these rounds alongside other institutional and/or angel investors.
- Only funding rounds with disclosed amounts are included in this list; rounds where the amount was not disclosed are excluded from both the table and the underlying ranking.
- Celebrities are ranked by the number of disclosed funding rounds they participated in, and not by the total dollar value of those rounds.
- Company Sector reflects the company's sector classification on the Tracxn platform. Where a company is tagged under multiple sectors on Tracxn, the one most closely related to its core business has been identified and shown as the primary sector.
- In some cases, the featured celebrity is also a founder, co-owner, or brand partner of the company in addition to being an investor in the round.
- Where a celebrity invested in the same company across multiple distinct funding rounds, each round is listed as a separate entry in the table.
- All funding amounts are in USD and rounded off to the nearest whole number.
- All funding rounds considered are for startups headquartered in India.

The List:

Celebrity	Company Name	Company Sector	Round Date	Round Name	Round Amount (USD)
Shilpa Shetty Kundra (10 Rounds)		Food & Beverage Products	18 Oct 2025	Series A	\$2M
		Fashion Tech	11 Aug 2025	Angel	\$85K
		Online Grocery	18 Jan 2025	Series A	\$5M
		Food & Beverage Products	29 Nov 2024	Series A	\$2M
		Air Pollution Management Tech	30 Sep 2024	Seed	\$1M
		Food & Beverage Products	16 Sep 2024	Angel	\$1M
		Food & Beverage Products	23 May 2024	Angel	\$612K
		Online Grocery	20 May 2023	Seed	\$5M
		Food & Beverage Products	11 May 2023	Seed	\$610K
		Beauty & Personal Care Products	13 Sep 2022	Angel	\$755K

Celebrity	Company Name	Company Sector	Round Date	Round Name	Round Amount (USD)
MS Dhoni (6 Rounds)		Solar Energy	16 Jun 2026	Series C	\$53M
		Drones	24 Aug 2024	Series B	\$4M
		Electric Vehicles	15 Apr 2024	Angel	\$154K
		Fitness and Wellness Centers	23 Nov 2023	Angel	\$60K
		Food Tech	5 Jun 2023	Seed	\$595K
		OTT Video	25 Jan 2023	Series A	\$12M
Sachin Tendulkar (6 Rounds)		Auto E-Commerce & Content	29 Sep 2025	Series F	\$581K
		Auto E-Commerce & Content	1 Nov 2024	Angel	\$666K
		Auto E-Commerce & Content	30 Sep 2023	Angel	\$602K
		Auto E-Commerce & Content	29 Sep 2022	Angel	\$518K
		Auto E-Commerce & Content	24 Nov 2021	Series E	\$250M
		Apparel Brands	9 Jun 2021	Series A	\$8M

Celebrity	Company Name	Company Sector	Round Date	Round Name	Round Amount (USD)
Shraddha Kapoor (5 Rounds)		Fashion Tech	26 Jun 2024	Series E	\$12M
		Electric Vehicles	7 Feb 2022	Seed	\$7M
		Nutraceuticals Tech	7 Feb 2022	Seed	\$69K
		K-12 EdTech	29 Jan 2022	Series A	\$367K
		Electric Vehicles	03 Sep 2021	Seed	\$3M
Virat Kohli (5 Rounds)		Footwear Brands	30 Jun 2025	Series C	\$5M
		Footwear Brands	7 Mar 2025	Series C	\$5M
		Food & Beverage Products	9 Mar 2022	Series A	\$5M
		Food Tech	8 Feb 2022	Angel	\$27K
		Food & Beverage Products	4 Aug 2021	Series A	\$5M
Alia Bhatt (4 Rounds)		Online Mom & Baby Care	6 Apr 2023	Series A	\$2M
		Online Mom & Baby Care	27 Feb 2023	Seed	\$5M
		Home Care Products	5 Apr 2022	Series A	\$8M
		Home Care Products	14 Jul 2021	Series A	\$2M

Celebrity	Company Name	Company Sector	Round Date	Round Name	Round Amount (USD)
Anushka Sharma (4 Rounds)		Footwear Brands	30 May 2026	Series C	\$24M
		Food & Beverage Products	1 Apr 2022	Angel	\$397K
		Food Tech	8 Feb 2022	Angel	\$27K
		Food & Beverage Products	28 Dec 2021	Series B	\$7M
Ranveer Singh (3 Rounds)	 Bold Care	Beauty & Personal Care Products	15 Jun 2023	Seed	\$5M
	 SUGAR	Beauty & Personal Care Products	03 Sep 2022	Angel	\$138K
		Beauty & Personal Care Products	19 May 2022	Seed	\$8M
Rohit Sharma (3 Rounds)		Logistics Tech	19 Feb 2025	Angel	\$173K
		Home Care Products	9 Aug 2022	Series A	\$3M
		Drones	19 Jul 2021	Seed	\$500K
Sunil Shetty (3 Rounds)		Industrial Safety	18 Sep 2024	Series A	\$3M
		K-12 EdTech	31 Oct 2023	Seed	\$450K
		Beauty & Personal Care Products	28 May 2022	Seed	\$1M

Source: Tracxn platform. Celebrities are ranked by the number of disclosed funding rounds completed between 2021 and 2026 YTD. A company can be tagged to multiple sectors; the primary sector is shown.

Notes: Ed-a-Mamma was acquired by Reliance Retail in September 2023. Shunya has been acquired by Reliance Industries. Classroom is now a publicly listed company. Purple Style Labs launched its initial public offering in August 2026. Mamaearth (Honasa Consumer) has been publicly listed on the NSE and BSE since November 2023.