



News

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Deep Bajaj, Co-Founder, PeeBuddy sweeps Lufthansa Runway to Success season 5

- **The entrepreneurial star triumphed over 65,000 most disruptive business leaders on India's biggest SME platform**

Deep Bajaj, Co-founder, PeeBuddy outshone amongst 65,000 most innovative entrepreneurs to emerge as the new face of the Indian entrepreneur by winning the season 5 of Lufthansa Runway to Success. At a live finale held on January 20, 2018, Deep, by a display of sharp acumen, unique vision, determination and passion won the grand prize. It includes sponsorship to a business programme at the prestigious Cambridge University in UK, a Lufthansa Business Class ticket to any destination in Europe as well as a much sought-after mentorship from TiE.

The event was attended by eminent personalities including Sanjeev Bikhchandani, Vice Chairman, InfoEdge and Board member at TiE Delhi NCR; Saurabh Srivastava, Founder & Ex Chairman Nasscom and Chairman – Emeritus, TiE Delhi NCR; Alok Mittal, Co-Founder & CEO, Indifi and Board member, TiE Delhi NCR as well as Neha Kant, Founder, Clovia.

Season 5 began with free SME mentorship camps across 9 cities during 2017 that were followed by the second edition of 'The Start-up Expo'. The expo brought together 13,000 participants, including 30 investors and 7000 start-ups leading to the largest participation the TV series has witnessed.

“Over five consecutive seasons, Lufthansa Runway to Success has grown exponentially to become India's largest SME stage while adding tremendous value to over 150,000 budding entrepreneurs till date. It also reflected our commitment to India and our continued endeavour to always be 'More Indian Than You Think'”, said Wolfgang Will, Senior Director, South Asia, Lufthansa German Airlines. “On behalf of Lufthansa, I extend my heartiest congratulation to Deep, for a well-deserved victory. I would also like to express our appreciation to all our partners, contestants and business leaders whose contribution has made this our biggest season ever.” added Will.

From the vast array of contenders, 21 most innovative ventures were shortlisted by TiE experts to compete in the 12-episode television series for Lufthansa Runway to Success season 5. The TV series also featured leading icons who inspired, motivated, mentored and selected three finalists to compete in the grand finale, which was telecasted live across the country.

Alexander Schlaubitz, VP Global Marketing, Lufthansa German Airlines shared, “For Lufthansa, Runway to Success is a very important initiative as it brings alive our philosophy of 'Nonstop You' that reiterates our commitment that goes beyond just flying. Our nonstop focus reverberates to the communities wherever we are present such as India's young entrepreneurs. Over the years, the spirit of entrepreneurship witnessed on Lufthansa Runway to Success has been nothing short of remarkable. These budding entrepreneurs are sure to go on to be game changers on India's business landscape.”

The winner was adjudged by a five-member jury comprised of eminent business personalities including Saurabh Srivastava, Founder & Ex Chairman Nasscom and

Chairman – Emeritus, TiE Delhi NCR; Alok Mittal, Co-Founder & CEO, Indifi and Board Member, TiE Delhi NCR; Girish Shivani, Executive Director and Co-Founder, YourNest; Alexander Schlaubitz, VP Global Marketing, Lufthansa German Airlines and Wolfgang Will, Senior Director, South Asia, Lufthansa Passenger Airlines. The four finalists were presented with a common case study for individual business solutions, on which they were probed by the jury members. Deep Bajaj, Co-founder, PeeBuddy was declared as a unanimous winner.

On winning the title, Deep Bajaj, Co-founder, PeeBuddy said, “Lufthansa Runway to Success has been an enriching experience and will continue to inspire me on the journey of my entrepreneurial dream. I would like to thank Lufthansa for providing me an opportunity to share my vision, business ideologies with noteworthy business icons who have guided and inspired me on my entrepreneurial journey. I would also like to express my gratitude to the jury members for having chosen me as one of the most promising entrepreneur of the year.”

Lufthansa Runway to Success Season 5 also declared Yogesh Mittal, Founder, EliteString Apparels as winner for the ‘Viewer’s Choice’ awards who received a Lufthansa ticket to Europe. The winner was evaluated based on online voting for elevator pitches shared by the contestants.

*For more information on the campaign please visit: <https://www.lhrunwaytosuccess.in>
Join on Twitter [@Lufthansa_RTS](#) for latest updates and tag the project using [#LHRunwaytoSuccess](#) and [#digitalaviation](#)*

The Lufthansa Group in brief

Deutsche Lufthansa AG is a globally active aviation group comprising more than 540 subsidiaries and affiliates. The Lufthansa Group is divided into the three strategic areas of Hub Airlines, Point-to-Point Business and Service Companies. In their respective segments, the Lufthansa Group airlines are positioned as quality carriers. The Lufthansa Group’s airlines currently (i.e. as of next summer) serve 308 destinations in 103 countries and offers 11.738 weekly frequencies. The Group’s total fleet comprises some 617 aircraft; and its member airlines will be taking delivery of 205 new aircraft until 2025. For further information please visit www.lufthansagroup.com.

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