

Sandeep Aggarwal certainly knows a thing or two about building million-dollar companies - **Forbes India**

FALL AGAIN RISE AGAIN

SANDEEP AGGARWAL

with
SUNNY SEN



This is an intimate and moving autobiography of one of India's most successful start-up entrepreneurs.

If ever there was anyone whose life could be described as nothing but a roller-coaster, it is that of Sandeep Aggarwal. 'Fall Again, Rise Again' are words that sum up the entire life of the founder of two billion-dollar companies—Droom and ShopClues.

Sandeep's story is that of a middle-class boy who could not speak English for much of his school life but dreamt to make it big someday. A young professional who went to the US and couldn't get a job but eventually became a sought-after Wall Street analyst. He achieved more success than he could imagine but gave up everything to return to India to become an entrepreneur. An entrepreneur who built one of India's very few unicorns but was ousted from his own company. A dreamer who saw his dreams crushed by charges of insider trading in the US but rose like a phoenix to create yet another company. An accused whose agonizing wait for a final decision in his case continued for six long years but that did not stop a string of global investors from putting money into Droom, including Japan's Toyota Corporation. A man who finally ended up feeling vindicated when the US government dropped all charges against him in February 2020.

This is unlike any autobiography, especially among those written by people from the business world. Sandeep's emotional strength and searing honesty will inspire and impact you in a way that is very, very rare.



SANDEEP is a serial tech entrepreneur & Unicorn founder, philanthropist and angel investor. He has founded two E-Commerce marketplaces in India – Droom & ShopClues. He has over 20 years of rich experience in the Internet and technology industries in Silicon Valley and India.

Before becoming an entrepreneur in 2011, Sandeep worked as top-ranked Wall Street analyst in San Francisco and provided research coverage on the global Internet/tech giants such as Google, Amazon, Microsoft, Netflix, Priceline, etc.

Sandeep is counted among the prominent contributors to India's digital revolution. He has been very actively promoting start-ups and entrepreneurship. Sandeep has an MBA from Washington University in St. Louis and holds a US patent.

SUNNY SEN has been a business journalist for thirteen years, and is the National Corporate Editor of Network18 Group.

Before Network18, he has worked with The Economic Times, FactorDaily, HT, Business Today, among others. He is also an author and his first book, Mantras For Success, was published by Rupa. Sunny has been featured twice in the top 250 world's most influential business journalist, by London-based digital platform Richtopia.

The story of Sandeep Aggarwal is one of courage, determination, hard work, and creativity. I consider myself lucky to have been one of his professional colleagues during his Wall Street years. But I consider myself luckier still to have been -- and to be -- one of his friends.

Mark S. Mahaney, Managing Director, RBC Capital Markets

There is great amount of learning from the roller coaster ride Sandeep went through and how as an entrepreneur he converted obstacles into opportunities.

Ronnie Screwvala Chairman & Co Founder, upGrad

Sandeep is one if those very rare people who you just know when you meet them first that your life will now become better than it was before this moment. This happened 13 years ago when he was a young Wall Street analyst and that feeling never faded even as he worked his way through his darkest moments analyzed so candidly in this writing of his unbelievable journey.

Chaim Friedman, Managing Partner, LionBird Ventures



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