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## **Avendus Capital Advises Fractal Analytics on TA Associates' INR 150 crore investment**

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**Mumbai, June 27, 2013**

Avendus Capital is pleased to announce that it has advised Fractal Analytics in raising a round of equity capital from TA Associates. As part of this transaction, TA Associates will invest INR 150 crore to fund Fractal's growth plans to meet the growing demand for advanced big data analytics services.

**Avendus Capital served as the exclusive financial advisor to Fractal Analytics on this transaction** and continues its focus on working with leading companies in the analytics sector.

*"We chose to partner with TA Associates because of their excellent track record in helping profitable companies become outstanding businesses," said Srikanth Velamakanni, Co-Founder & CEO of Fractal Analytics. "We are passionate about helping companies leverage advanced analytics to better understand consumers, optimize pricing & marketing and compete more effectively in the marketplace. Our partnership with TA will help us fuel this passion further."*

Commenting on the transaction, Puneet Shivam, Head of US and Co-head BPO at Avendus Capital said, *"For leading corporations, analytics today has grown from being an optional spend area to an essential competence for sustained differentiation. Fractal, with its deep domain knowledge, long track record and cutting edge analytics capabilities is very well poised to cement its leadership position in the space. This transaction with TA Associates provides Fractal with the right capital partner to augment its front end capabilities, enable rapid delivery scale up and accelerate its IP development initiatives."*

### **About Fractal Analytics**

Fractal Analytics believe analytics is critical to develop a deep understanding of consumers and earn customer loyalty, and make better data-informed decisions. Leading global companies partner with Fractal Analytics to build breakthrough analytics solutions, set up analytical centers of excellence, and institutionalize data-driven decisioning. Fractal Analytics serves clients from offices in San Francisco Bay area, Greater New York area, London, Mumbai, New Delhi, Singapore and Dubai. For more information, please visit [www.fractalanalytics.com](http://www.fractalanalytics.com).

Fractal Analytics' flagship Customer Genomics™ solution helps marketers learn complex customer behavior at an individual level. Its proprietary pattern recognition and machine learning algorithms learn from every transaction and customer interaction, including from social media, helping marketers build a complete view of individual customers across attitudinal and behavioral dimensions. In May, information technology and research advisory company Gartner named Fractal as one of the top five "Cool Vendors in Analytics, 2013."

#### **NEWS RELEASE**

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#### **Avendus Capital**

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## **About TA Associates**

Founded in 1968, TA Associates is one of the largest and most experienced global middle-market growth private equity firms. The firm has invested in more than 425 companies around the world and has raised \$18 billion in capital. With offices in Boston, Menlo Park, London, Mumbai and Hong Kong, TA Associates leads buyouts and minority recapitalizations of profitable growth companies in the technology, financial services, business services, healthcare and consumer industries. More information about TA Associates can be found at [www.ta.com](http://www.ta.com).

## **About Avendus Capital Pvt. Ltd. (“AVENDUS CAPITAL”)**

Avendus Capital is a leading financial services firm which provides customised solutions in the areas of financial advisory, equity capital markets, alternative asset management and wealth management. The firm relies on its extensive track record, in-depth domain understanding and knowledge of the economic and regulatory environment, to offer research based solutions to its clients that include institutional investors, corporations and high net worth individuals/families. In recent years, Avendus Capital has consistently been ranked among the leading corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals, having closed around 38 cross-border transactions in the past 5 years. Avendus Securities through its Institutional Equities practice is able to offer high quality research-driven advice to help its clients take investment decisions. Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets, while Avendus Wealth Management caters to investment advisory and portfolio management needs of Family offices and Ultra High Networth Individuals / families, spanning all asset classes. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore.

Avendus Capital, Inc (US) and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively are wholly owned subsidiaries offering M&A and Private Equity syndication services to clients in the respective regions.

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