

## Advisor to Quikr on Fund Raise From Kinnevik, Swedish Investment Firm.

March 2014 • Mumbai



DEAL VALUE	USD 90 mn
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Quikr, India's leading classifieds business, today announced that it has raised a \$90 Million investment led by Kinnevik, a leading growth markets-focused investment company, with participation from its principal current investors. Quikr's current investors include Matrix Partners India, Omidyar Network, Nokia Growth Partners, Norwest Venture Partners, Warburg Pincus and eBay Inc. This round of funding will enable Quikr to continue to grow its business while staying focused on aspects that are important from a long-term perspective.

Quikr is a large scale cross-category classifieds business with over 30 million consumers and small businesses across 940 cities using it every month. These consumers come to Quikr to sell, buy, rent or find products and services in a variety of categories such as electronics and household goods, real estate, cars, bikes, jobs and services.

**| Avendus Capital was the lead financial advisor for this transaction.**

**Pranay Chulet, Founder and CEO of Quikr** said, "We are excited to welcome Kinnevik to Quikr. They bring a great understanding of the classifieds model as an investor and their experience in other markets will be very valuable to us as we continue to build our business."

"Quikr has grown rapidly based on a deep understanding of the Indian market," said **Mia Brunell Livfors, President and CEO of Kinnevik**. "It is targeting a tremendous opportunity in a large growth market and we look forward to being a part of its exciting journey forward."

Speaking about the development, **Aashish Bhide, Executive Director and Head Digital Media & Technology at Avendus Capital** added, "We believe this transaction will enable Quikr, driven by an exceptional founder and backed by an investor group whose combined experience in the global classifieds space is unparalleled, to further consolidate its position as India's leading classifieds platform." Quikr is a large scale cross-category classifieds business with over 30 million consumers and small businesses across 940 cities using it every

month. These consumers come to Quikr to sell, buy, rent or find products and services in a variety of categories such as electronics and household goods, real estate, cars, bikes, jobs and services.

### | About Quikr:

Quikr is India's leading cross-category classifieds platform that is used by over 30 million unique users a month. It is present in 940 cities in India and operates in over 10 categories that include mobile phones, household goods, cars, real estate, jobs, services and education. Quikr operates across desktop, laptop and mobile phones, and allows consumers as well as small businesses to sell, buy, rent and find things across its multiple categories with great ease. Quikr's investors include Kinnevik, Matrix Partners India, Omidyar Network, Nokia Growth Partners, Norwest Venture Partners, Warburg Pincus and eBay Inc. Further information is available at [www.quikr.com](http://www.quikr.com)

### | About Kinnevik:

Investment AB Kinnevik is a leading, long-term oriented, investment company based in Sweden. Kinnevik primarily invests in consumer centric businesses that provide innovative and value-added technology-enabled services. Our main areas of focus are the Communications, e-Commerce, Entertainment and Financial Services sectors. We own significant stakes in over 50 companies that operate in more than 80 countries across five continents, with a particular emphasis on growth markets. The Kinnevik Group employs more than 90 000 people around the world.

Kinnevik actively supports the companies in which it invests and plays an influential role on their respective Boards. Kinnevik was founded in 1936 by three Swedish families who continue to play a leadership role in the ownership of the Company and in the pursuit of its entrepreneurial ventures. Kinnevik's shares are listed on Nasdaq OMX Stockholm's list for large cap companies under the ticker codes KINV A and KINV B.

### | About Avendus

**Avendus Group** is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 10 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

**Avendus Capital**, the investment banking arm, is consistently ranked among the top investment banks in the country on the back of its in-depth domain understanding and a best in the class track record of domestic and cross-border transactions. Avendus' wide range of clients is testimony to its ability to serve its corporates throughout their life cycle – from growth stage funding to large-sized transactions, M&A advisory and access to public markets.

**Avendus Capital Inc.**, New York and **Avendus Pte Ltd.**, Singapore are both Avendus Group entities offering services to clients in the US and Southeast Asia respectively. For more information, please visit [www.avendus.com](http://www.avendus.com)

**Deal Release**

Contact: Lynette D'souza  
Tel: +91 9920847823  
Email: [lynette.dsouza@avendus.com](mailto:lynette.dsouza@avendus.com)

**Avendus Capital Private Limited**

Regd. Office: 901, Platina, 9th Floor, Plot No. C-59,  
Bandra Kurla Complex, Bandra (E),  
Mumbai 400051