

## Avendus Capital Advises Amagi Media Labs on Its Fundraising From Emerald Media and Premji Invest.

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DEAL VALUE	USD 35 mn
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Amagi Media Labs Pvt. Ltd has raised a Series D round from Emerald Media (pan-Asia media investor backed by KKR) and Premji Invest (investment office of Mr. Azim Premji).

Amagi will use the funds to expand to new geographies, increase channel portfolio, marketing initiative, invest in R&D and for general working capital purpose.

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

“We are thrilled to partner with Emerald Media for the next stage of growth for Amagi. We will be able to draw on Emerald Media’s proven experience in the media sector. The investment highlights the faith posed in our cutting-edge technology, business model and will propel Amagi to the next level,” **Baskar S, Co-founder and CEO, Amagi** said.

**Rajesh Kamat, Managing Director, Emerald Media** said, "Baskar, Srinivasan and Srividhya are the pioneers of targeted-TV advertisement in India. Amagi’s cloud-based managed services and monetization solutions, with high degree of workflow automation make TV networks efficient and future-ready compared to traditional broadcast models. Their cutting-edge technology is disruptive and the need of the hour. Emerald Media will assist Amagi in driving this change in the broadcast and digital industry by providing a distinctive combination of capital, domain knowledge and management bandwidth”

Commenting on the transaction, **Pankaj Naik, Director – Digital & Technology at Avendus Capital** said, “Amagi is revolutionizing TV advertising with its geotargeting, cloud porting and programmatic buying technology. The current round enables Amagi to leverage Emerald’s Media’s sector expertise and expand its client universe and product offering. The Company is well positioned to benefit from rapidly evolving trends in video viewership.”

**| About Avendus**

The **Avendus Group (Avendus)** is a leading provider of financial services with an emphasis on customized solutions in the areas of Financial Advisory, Wealth Management, Structured Credit Solutions and Alternative Assets Management. Avendus relies on its extensive experience, in-depth domain understanding and knowledge of the regulatory environment, to offer customized solutions that enable clients to meet their strategic aspirations. Avendus Capital has consistently been ranked among the leading financial advisors by overall number of deals. It has a strong track record of cross-border transactions and has helped multiple clients benefit from opportunities across geographies. Avendus's wide range of clients is testimony to its ability to serve its corporate clients throughout their life cycle – from growth stage funding to complex, large sized transactions later in the cycle.

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For more information, please visit [www.avendus.com](http://www.avendus.com)

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