

Avendus Capital Advises Apalya Technologies on Its Recent Equity Raise.

April 2013 • Mumbai



| | |
|------------|--------------------------------|
| DEAL VALUE | Undisclosed |
| SERVICE | Private Equity |
| SECTOR | Digital, Technology & Consumer |

Apalya Technologies Private Limited, India's leading managed service provider of video streaming to all the leading telecom operators, handset manufacturers and content owners has closed a Series C investment round from investors including Cisco, IDG, IUVV and Qualcomm. With this round of investment, Apalya will scale up its global delivery footprint to meet the growing demand for mobile based live television and allied content.

Apalya is a pioneer and leader in mobile TV and Video streaming in India with the world's largest content bouquet of 200 plus channels. It has a customer base of more than 15 million users and serves more than 200 million minutes of video viewings across mobile and broadband infrastructure including mobile phones & tablets, mobile broadband and fixed line broadband. Host of 3 seasons of IPL and recent T20 and ODI World Cup, Apalya has managed to touch the sporting lives of millions of mobile fans across India.

Apalya currently has the distinction of powering all mobile service providers in India along with strong partnerships with OEM's.

| Avendus Capital acted as the sole financial advisor to Apalya Technologies for this transaction.

Commenting on the transaction, **Aashish Bhide, Executive Director (Digital Media & Technology) at Avendus** said, "This investment is a validation of both the large market opportunity that mobile video presents and Apalya's leadership position in that segment. Apalya will be well positioned to consolidate its lead over competition by enhancing its product reach and offerings. "

| 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

| | |
|---|---|
| Deal Release Contact: Lynette D'souza Tel: +91 9920847823 Email: 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 |
|---|---|