

Avendus Capital Advises EuroKids International on Its Majority Stake Sale to KKR

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DEAL VALUE	Undisclosed
SERVICE	Mergers & Acquisitions
SECTOR	Digital, Technology & Consumer

Global investment firm KKR and leading Indian education services provider EuroKids International Pvt. Ltd. (“EuroKids” or the “Company”) today announced that KKR has completed the acquisition of a majority stake in EuroKids franchise from the existing investor consortium led by Gaja Capital.

EuroKids will continue to be managed by its team of experienced educators, administrators and management team led by Co-Founder & Group CEO Prajodh Rajan, who will also remain a shareholder in the Company.

| Avendus Capital was the exclusive financial advisor to EuroKids International on this transaction.

KKR will work closely with EuroKids and its portfolio of brands to identify both organic and inorganic growth opportunities and ways to enhance offerings and practices. Areas of focus include tech-enabled/digital learning and tailored pedagogy to provide more students with access to a world-class, holistic education. Having acquired Kangaroo Kids and Billabong High franchise in 2017, EuroKids has a successful track record of mergers and acquisitions in the education services space and looks to continue adding high-quality education brands to its portfolio.

EuroKids is one of India’s largest education services providers in the Pre-School and K-12 segments. Its portfolio of award-winning brands, which includes EuroKids, EuroKids DayCare, Kangaroo Kids, EuroSchool and Billabong International, serves more than 120,000 students from 1,115 Pre-Schools and 35 K-12 schools across five countries. Since the launch of its first Pre-School in 2001, EuroKids has built one of India’s most trusted and well-regarded education brands with a child-first ideology focused on safety and learning experiences backed by new-age curriculum that meets international standards and promotes holistic development in children. Earlier this year, EuroKids launched their EUNOIA Pre-School curriculum focused on Mindful practices like Attention, Resilience and Kindness.

KKR has a strong track record and expertise in the education space, including through its former investments in Cognita Schools, a UK-based global private schools group, Weld North Education, a platform operator of

digital and SaaS educational solutions, and Kindercare, a US-based operator of early-education and child care education facilities.

KKR makes its investment from its Asian Fund III. Further terms of the transaction were not disclosed. For more information, please refer to the announcement press release available [here](#).

| About Avendus

The **Avendus Group (Avendus)** is a leading provider of financial services with an emphasis on customized solutions in the areas of Investment Banking, 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 top investment banks. It has a strong track record of cross-border transactions and has helped multiple clients benefit from opportunities across geographies. Avendus' 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

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