

Avendus Capital Advises Fractal Analytics on TA Associates' INR 150 cr investment.

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DEAL VALUE	INR 150 cr
SERVICE	Private Equity
SECTOR	Enterprise Technology & Services

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.

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."

| 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

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