

## Avendus Capital Advises Juspay on Its USD 50 mn Investment Led by Westbridge Capital

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DEAL VALUE	USD 50 mn
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Juspay, a global leader in payment infrastructure for enterprises and banks, has secured USD 50 million in a Series D follow-on round, led by WestBridge Capital. The transaction is a mix of primary and secondary investments, that values Juspay at USD 1.2 billion.

**Avendus Capital acted as the exclusive financial advisor to Juspay on this transaction.**

The funding follows a year of continued growth for Juspay, with annualised Total Payment Volume (TPV) now exceeding USD 1 trillion. The company processes more than 300 million daily transactions for leading brands including Agoda, Amazon, Flipkart, Google, HSBC, IndiGo, Swiggy, Zepto, Zurich Insurance, and more. Juspay continues to strengthen its position as a global payments platform, with a growing presence across Asia-Pacific, Middle East, Latin America, Europe, UK, and North America.

Juspay is deeply committed to building the foundational payments infrastructure for global commerce that is open-source, interoperable and modular. The company aims to create long-term value across the payments ecosystem supporting by enabling merchants, banks, networks, and, in turn, the billions of users they serve. Juspay is also advancing its AI capabilities to build future ready innovations for improving workforce productivity and merchant experience.

“Our focus over the last decade has been on solving the core complexities of global payments through first-principles engineering & design,” said **Sheetal Lalwani, Co-founder and COO of Juspay**. “As we scale globally, we are grateful for the continued trust of our partners. This round reflects our growth and provides liquidity opportunities for our early investors and team members who have been part of this journey. We welcome WestBridge Capital as a partner as we build the next generation of payments infrastructure.”

“Juspay has consistently demonstrated an ability to stay ahead of the curve by building robust, future-ready technology that powers the world’s most demanding payment ecosystems,” said **Deepak Ramineedi, Partner at WestBridge Capital**. “Our conviction in them stems from their relentless innovation, evolving from a payment orchestration platform to a full-stack UPI platform, and now to a core payments infrastructure provider for banks. Their focus on solving deep-tech problems in payments while maintaining a sustainable, profitable

growth trajectory makes them a standout in the fintech space. We are truly excited to support Vimal, Sheetal, and the entire Juspay team as they shape the future of global digital commerce.”

**Karan Sharma, Managing Director & Co-Head, Digital, Technology & Consumer Investment Banking, Avendus Capital** commented, “Juspay continues to chart a unique path toward building global leadership in enterprise payments by redefining the architecture of payment flows. It has become a deeply embedded, foundational layer within the payments ecosystem, delivering significant efficiency gains for enterprises and banks. We’re proud to continue our long-standing partnership with Vimal, Sheetal, and the Juspay team as they scale to new heights.”

Founded in 2012, Juspay is a leading multinational payments technology company, redefining payments for 500+ global enterprises and banks. Headquartered in Bangalore, India, Juspay is powered by a global network of 1,500+ payment experts operating across San Francisco, Dublin, São Paulo, Singapore and Dubai.

## | 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** located in New York is an Avendus Group entity offering M&A and Private Equity syndication services to clients in the US.

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