

## Avendus Capital Advises Juspay on Its Usd 60 mn Investment Round Led by Kedaara Capital

April 2025 • Mumbai



DEAL VALUE USD 60 mn

SERVICE Private Equity

SECTOR Digital, Technology & Consumer

Juspay, a global leader in payment infrastructure for enterprises and banks, has secured USD 60 million as part of its Series D funding round in a combination of primary and secondary investment. This investment round was led by Kedaara Capital with participation from existing investors, Softbank and Accel. The investment positions Juspay well to deepen its payments technology leadership and accelerate its international expansion plans.

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

Juspay continues to accelerate the growth of its open-source payments orchestration platform, empowering merchants with an interoperable, transparent and modular solution that ensures full flexibility and control over their payments stack. Juspay plans to further advance its AI capabilities to build future ready innovations aimed at improving workforce productivity and merchant experience.

Commenting on the transaction, **Sheetal Lalwani, Co-founder & COO, Juspay** said, “For the past 12 years, Juspay’s mission has been to create long term value across the payments ecosystem, supporting merchants, banks, networks and, by extension, the billions of users they serve. Today, as we expand our global footprint and push the boundaries of AI, we remain committed to building truly open source and interoperable payment systems that embrace the growing diversity in the payments landscape.”

“We’re excited to partner with Juspay as they revolutionize global payments,” said **Nishant Sharma, Founder and Managing Partner, Kedaara Capital**. “Their strong tech foundation, open-source approach, and visionary leadership make them a standout. We look forward to supporting Vimal, Sheetal, and the team as they scale a resilient, future-ready platform for leading enterprises and financial institutions.”

**Karan Sharma, MD & Co-Head, Digital, Technology & Consumer Investment Banking, Avendus Capital** commented, “We are excited to build upon our partnership with Juspay, Vimal and Sheetal. Juspay has redefined the Indian payments landscape on the back of its cutting-edge payments operating system that is driven by a first principles approach of making payments seamless and delivering unparalleled experiences

that powers enterprises and banks. They are now making rapid strides in the international arena and are strongly positioned to rapidly scale globally.”

Founded in 2012, Juspay is a global leader in enterprise payment solutions, powering payments for merchants and banks worldwide as their technology service provider (TSP) of choice. Juspay provides full-stack orchestration, checkout experience, 3DS authentication, tokenisation, unified analytics, and value-added services for enterprise merchants, as well as end-to-end payments acceptance and real-time payments infrastructure for leading banks. Headquartered in Bengaluru, India, with offices in San Francisco, Sao Paulo, Dublin, and Singapore, Juspay supports market-leading clients across the globe, processing more than 200 million transactions daily, at 99.999% reliability, with over USD 900 billion in annual total processed volume.

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**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.

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