

## Avendus Capital Advises Komli Media on Its Equity Raise From Peepul Capital.

October 2013 • Mumbai



DEAL VALUE	USD 30 mn
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Komli Media, Asia Pacific's leading digital media technology platform, has raised \$30 million from new investor Peepul Capital. Existing investors, Norwest Venture Partners, Nexus Venture Partners, Helion Venture Partners and Draper Fisher Jurvetson also participated in the funding.

The company has raised Funds to capitalize on key technology platforms and to strengthen its presence through integrated solutions across the Asia Pacific (APAC) region

On completing the transaction, **Mr. Prashant Mehta, CEO of Komli Media** said, "As digital advertising grows in a fast and fragmented manner, it has become critical for the industry to focus on delivering integrated solutions across social, mobile, display, and video. We have already seen strong adoption of our integrated solution along with algorithmic trading. With the increased funding, we plan to deepen our focus on innovative technologies, such as real time bidding (RTB), to deliver significantly greater value to our customers."

**Mr. Venkat Shankar, Investment Director at Peepul Capital** said, "We believe that India and South East Asia are at an inflection point in embracing digital advertising. Komli is a leading player in these key markets and with its technology platform, wide product suite and exceptional leadership team, the company should consolidate its current position even further"

**| Avendus Capital was the lead financial advisor for this transaction.**

Commenting on the transaction, **Mr. Puneet Shivam, Executive Director, Head of US and Co-head BPO at Avendus Capital, Inc** said, "Digital advertising will grow very significantly in the region. We believe Komli, driven by its technology platform, strong reach and world class management team will win big in this market. With this deal we continue our tradition of partnering with market leaders in the digital space and helping them create significant value"

## | 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](http://www.avendus.com)

<b>Deal Release</b> Contact: Lynette D'souza Tel: +91 9920847823 Email: <a href="mailto:lynette.dsouza@avendus.com">lynette.dsouza@avendus.com</a>	<b>Avendus Capital Private Limited</b> Regd. Office: 901, Platina, 9th Floor, Plot No. C-59, Bandra Kurla Complex, Bandra (E), Mumbai 400051
---	---