

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

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

ibiboGroup (MIH India), has executed a binding agreement to acquire India's leading online Bus ticketing business, redBus.in (Pilani Soft Labs Pvt. Ltd) for an undisclosed amount. This transaction will expand and diversify ibiboGroup's existing travel assets. redBus aggregates 228,000 seats per day, sells more than a million tickets a month and has 600+ full time employees. The combined volumes of redBus.in and ibiboGroup's existing travel assets makes the group, one of the largest online travel players in India.

| Avendus Capital advised redBus.in and was the sole financial advisor on the transaction.

Speaking on this event, **Mr. Phanindra Sama, Co-Founder & CEO of redBus.in** said "We are excited to be a part of ibiboGroup. Naspers' strong belief in internet industry and operating experience in multiple countries will help redBus grow into a renowned brand in the coming years."

According to **Mr. Ashish Kashyap, CEO of ibiboGroup**: "Our key motivations to acquire redBus include: Strong management and founding team that will continue to run redBus as an independent operation. Second, significant leadership and market share of redBus in the online bus ticketing space. Third, this marriage leap frogs us to become an even stronger online travel player in India. Lastly, we see this as an exciting market opportunity. Online penetration of the bus market is only 5.7% compared to 28% for air travel, suggesting headroom for rapid future growth." Commenting on the transaction, **Mr. Aashish Bhide, Executive Director (Digital Media & Technology) at Avendus** said, "This transaction is notable for several reasons. For one, it brings together one of the most successful Internet investors globally with one of India's leading Internet brands, which should make for a potent combination. It also marks the largest strategic exit of a VCfunded company, which augurs extremely well for the early-stage financing ecosystem in India.

| About redBus (Pilani Soft Labs Pvt. Ltd.)

Pilani Soft Labs Pvt. Ltd. founded by 3 BITS-Pilani graduates, Phanindra Sama, Charan Padmaraju, Sudhakar Pasupunuri owns three products - redBus™, BOSS™, SeatSeller™ serving the fragmented bus industry in India. redBus™ is consumer facing travel brand enabling customers to buy tickets on internet, on mobile, and

through call centers. BOSS™ is ERP solution built for bus operators. Over 800 bus operators in India use BOSS to manage their inventory. SeatSeller™ is GDS for bus inventory distribution. Over 10,000 retail agents and 100+ corporates including the OTAs use SeatSeller to sell bus tickets to their customers. Pilani Soft Labs Pvt. Ltd is venture funded by Seedfund (www.seedfund.in), Inventus (www.inventuscap.com) and Helion (www.helionvc.com).

| About Naspers and ibiboGroup (MIH India)

Founded in 1915, Naspers is a leading multinational media and Internet group with operations in more than 133 countries. Listed on the Johannesburg Stock Exchange (JSE) since September 1994, it also has an ADR listing on the London Stock Exchange (LSE). The group's principal operations are in ecommerce, pay-television & related technologies and print media. It also has minority investments in listed, integrated social-network platforms Tencent (SEHK 0700) and Mail.ru (LSE: MAIL). IbiboGroup was founded by Ashish Kashyap in 2007. The company is one of the top E-Commerce group's in India in terms of volume and value of transactions, touching the lives of millions of buyers, sellers, merchants and suppliers. The group owns India's leading B2C travel asset, Goibibo.com and a significant interest in B2B travel aggregator, TravelboutiqueOnline. Other portfolio businesses of the group comprise : PayU India (India's Number one e-commerce payment aggregator), Tradus.com (Online marketplace) & Gaadi.com (Auto marketplace).

| 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.

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Deal Release

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