

Avendus Capital Advises Valyoo Technologies on Its Series C Fund Raise Led by TPG Growth.

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Valyoo

DEAL VALUE	Undisclosed
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Valyoo Technologies Pvt. Ltd. (known as Lenskart.com) has raised Series C investment round led by TPG Growth along with participation from IDG Ventures and TR Capital. Lenskart.com will use the funds to enhance its technology platform and expand its offline footprint. This is TPG's first investment in the digital space in India.

Lenskart.com is the largest online eyewear portal in India; it has revolutionized the eyewear industry by leveraging its industry leading technology, stringent quality focus and wide assortment of contemporary choices to provide consumers with premium experience.

| Avendus Capital was the exclusive financial advisor to this transaction.

Aashish Bhide, Executive Director and Head – Digital & Technology, Avendus Capital, said “Lenskart.com is leveraging its unique omni-channel business model to disrupt the eyewear market in India. The current investment round will help the company develop the market further and position it to becoming the country's leading eyewear retailer in the next 3-4 years.”

Avendus is a leading advisor in the Digital & Technology sector and has advised on 30+ deals in the past 5 years. Last year the firm has concluded 28 deals across various industries and was amongst the top three financial advisors by overall number of deals in India (as per Bloomberg for CY 2014).

| About TPG Growth

TPG Growth, part of the global investment firm TPG Capital, invests in a broad range of industries including consumer, retail, technology, internet, healthcare, energy, transportation, industrials and business services. TPG Growth has about \$4 billion under management, has a global presence, with offices in 8 cities and has an

extended global reach through TPG offices in London, Paris, Luxembourg, Moscow, Tokyo, Sao Paulo, and Melbourne. For more information, please visit www.tpggrowth.com

| About Valyoo Technologies

Valyoo Technologies, founded in 2010, operates Lenskart.com – India’s largest online eyewear portal. Lenskart has revolutionized the eyewear industry in India by leveraging its industry leading technology, stringent quality focus and wide assortment of contemporary choices to provide consumers with premium experience. Lenskart.com is redefining the way eyewear is purchased in India through its innovative solutions like home eye check-up programme, try-before-you-buy, virtual studio, doctor partnerships and market leading customer service. Lenskart.com also operates branded stores in over 20 cities and owns the John Jacobs and Vincent Chase brands. For more information, please visit www.lenskart.com

| About Ascent Capital:

Ascent Capital is a leading India-focused private equity firm. Since inception in 2000 it has helped over 46 entrepreneurs build leading businesses. Currently manages approx. US\$ 600 million across three funds. Investors include many of the World’s leading institutions and fund-of-funds, have backed across economic cycles – a vote of confidence in its ability to help build market leaders. For more information kindly visit- www.ascentcapital.in

| 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

Contact: Lynette D’souza
Tel: +91 9920847823
Email: lynette.dsouza@avendus.com

Avendus Capital Private Limited

Regd. Office: 901, Platina, 9th Floor, Plot No. C-59,
Bandra Kurla Complex, Bandra (E),
Mumbai 400051

