

Avendus Capital Advises Zivame on Its INR 250CR Series C Fund Raise From Khazanah Nasional, Zodius Capital and Existing Investors.

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DEAL VALUE	INR 250 cr
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Actoserba Active Wholesale Private Ltd (known as Zivame.com) has raised a Series C round of INR 250cr from Khazanah Nasional Berhad (Malaysia's sovereign wealth fund), Zodius Capital and existing investors IDG Ventures, Unilazer Ventures and Kalaari Capital. Zivame.com will use the funds for marketing and branding, merchandise expansion, and for increasing customer touchpoints.

Zivame.com is India's largest online destination for women's intimate wear. The depth of Zivame's product offerings in this category is unmatched. Zivame boasts of the largest catalogue collection of intimates in India, and its exhaustive product offerings cater to every shape and size of women. Zivame is not only a category leader, but also a category creator and has introduced new categories such as shapewear into the Indian market.

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

"Worldwide, lingerie is the most exciting category in the women's apparel segment. The fact that reputed investors like Zodius and Khazanah have invested in us highlights the robustness of our vision, business model and execution capability," **Richa Kar, founder and CEO, Zivame** said.

Chinta Bhagat, Executive Director Investments, Khazanah India Advisors Pvt. Ltd. said, "Khazanah Nasional are very happy to support Richa and the Zivame team with driving their mission of women empowerment within and beyond India. With Khazanah coming on board, Zivame's funding needs are expected to be fully secure for the foreseeable future, and the focus will be on supporting them in building their institutional capabilities in the coming years."

Shilpa Kulkarni, managing director of Zodius Technology Fund, said, "We believe Richa and team are building a formidable business by providing Indian women consumers product choices of the like that she has never experienced before, while providing superior customer engagement. Their ability to use technology to customize the buying experience and provide world-class private label products is noteworthy."

Commenting on the transaction, **Aashish Bhide, Executive Director and Head – Digital & Technology at Avendus Capital** said, “Richa and team Zivame have built a great platform that address all the challenges (lack of privacy, limited choices, untrained sales professional, etc.) that make purchase of lingerie a hostile experience in the offline world. The current financing round will enable Zivame to cement its position as India’s largest destination for women’s intimate wear and help accelerate market expansion.”

| About Actoserba Active Wholesale Pvt Ltd

Actoserba Active Wholesale Pvt. Ltd (Zivame.com), founded in May 2011, is India’s leading lingerie and intimate apparel e-tailer. Zivame has revolutionized the online lingerie market by offering an unparalleled collection of lingerie and intimate apparel. Zivame also evangelizes the importance of fit, and its impact on a woman’s well being, through multiple customer touch points.

For more information, please visit www.zivame.com

| About Khazanah Nasional

Khazanah Nasional Berhad is the Government of Malaysia's strategic investment fund with nearly USD 40 bn under management. As trustees to the nation's commercial assets, their role is to promote economic growth and make strategic investments on behalf of the Government which would contribute towards nation-building. Khazanah is also tasked to nurture the development of selected strategic industries in Malaysia with the aim of pursuing the nation's long-term economic interests. Khazanah has investments in over 50 major companies, both in Malaysia and abroad, and those companies are involved in a broad spectrum of industries.

For more information, please visit www.khazanah.com

| About Zodius Capital

Zodius Capital is one of India’s leading investors in high growth and market defining India-centric business targeting the Consumer Internet/Mobile, Enterprise Software & Services and Big Data & Analytics markets. Zodius Capital’s notable investments include Big Basket, Culture Machine, Pepperfry and Antuit.

For more information, please visit www.zodius.com

| About Avendus

Avendus Capital Pvt. Ltd is a leading financial services firm, which along with its associates, provides customised solutions in the areas of financial advisory, equity capital markets, alternative asset management and wealth management. The firm relies on its extensive track record, in-depth domain understanding and knowledge of the economic and regulatory environment, to offer research based solutions to its clients that include institutional investors, corporations and high net worth individuals/families. In recent years, Avendus Capital Pvt. Ltd. has consistently been ranked among the leading corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals, having closed around 34 cross-border transactions in the past 5 years. Avendus Wealth Management Pvt. Ltd. caters to investment advisory and portfolio management needs of Family offices and Ultra High Networth Individuals / families, spanning all asset classes. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore.

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Deal Release

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