
Avendus Capital advises Ameex, a digital experience consultancy, on its acquisition by Perficient Inc.

Mumbai, October 11, 2022

Perficient Inc., the leading digital consultancy transforming the world's largest enterprises and biggest brands, today announced the acquisition of Ameex Technologies, an Illinois-based end-to-end digital experience consultancy, focused on commerce and content solutions including CX consulting, experience design, data and analytics, automation, and digital technology engineering & development services. Through this acquisition, Perficient will add 400+ skilled global quality engineers to its workforce and expand its India presence through a delivery center in Chennai.

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

Founded in 2007, Ameex is a leading provider of end-to-end digital experience solutions to Fortune 1000 customers across several industries, including banking & financial services, healthcare & life sciences, CPG and retail, education, and manufacturing sectors. Leveraging its strong relationships with key technology innovators like Adobe, Sitecore, Acquia, Optimizely, Microsoft and Salesforce, the company specializes in the field of content and commerce solutions.

"Perficient is known for its world class end-to-end digital consulting capabilities, and unmatched global delivery model," said **Damodaran (Dan) Venkatesan, CEO, Ameex**. "We're excited to join forces to not only deepen our digital experience and expertise, but to also help our clients deliver personalized and meaningful customer experiences and drive growth."

"Ameex is renowned for its customer-centric culture, where we have helped our customers transform their digital maturity through innovative solutions and services. Joining forces with the Perficient team expands our digital capabilities and strengthens our mission to responsibly and profitably deliver unparalleled value to our customers," said **Ranga Srinivasan, President and CTO, Ameex**.

"We're thrilled to continue to strengthen our global delivery capacity, enhance our digital capabilities and expand further within India with the strategic acquisition of Ameex Technologies," said **Chairman and CEO Jeff Davis**. "More than 400 skilled global professionals are joining Perficient and adding their award-winning agile software development, testing and support experience capabilities to the team."

Khushbu Agrawal, Director, Enterprise Technology & Services Investment Banking, Avendus Capital said, "Ameex has a prolific history of transforming digital experience platforms of global brands. Its end-to-end user experience offerings

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and its geographical footprint present an ideal strategic fit for Perficient. This combination represents a great opportunity to mine client relationships and unlock value in this fast-growing segment.”

About Avendus

Avendus Group is a leading financial services firm with presence in the areas of Investment Banking, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 10 cities across India, US, UK 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 and M&A advisory.

Avendus Capital Inc located in New York is an Avendus Group entity offering M&A and Private Equity syndication services to clients in the US.

For more information, please visit www.avendus.com