
Avendus Capital advises Apalya Technologies on its recent equity raise

Mumbai, April 29, 2013

Apalya Technologies Private Limited, India's leading managed service provider of video streaming to all the leading telecom operators, handset manufacturers and content owners has closed a Series C investment round from investors including Cisco, IDG, IUVF and Qualcomm. With this round of investment, Apalya will scale up its global delivery footprint to meet the growing demand for mobile based live television and allied content.

Apalya is a pioneer and leader in mobile TV and Video streaming in India with the world's largest content bouquet of 200 plus channels. It has a customer base of more than 15 million users and serves more than 200 million minutes of video viewings across mobile and broadband infrastructure including mobile phones & tablets, mobile broadband and fixed line broadband. Host of 3 seasons of IPL and recent T20 and ODI World Cup, Apalya has managed to touch the sporting lives of millions of mobile fans across India. Apalya currently has the distinction of powering all mobile service providers in India along with strong partnerships with OEM's.

Avendus Capital acted as the sole financial advisor to Apalya Technologies for this transaction.

Commenting on the transaction, Aashish Bhide, Executive Director (Digital Media & Technology) at Avendus said, *"This investment is a validation of both the large market opportunity that mobile video presents and Apalya's leadership position in that segment. Apalya will be well positioned to consolidate its lead over competition by enhancing its product reach and offerings."*

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