

---

## **Avendus Capital advises Komli Media on its equity raise from Peepul Capital**

---

**Mumbai, October 25<sup>th</sup>, 2013**

Komli Media, Asia Pacific's leading digital media technology platform, has raised \$30 million from new investor Peepul Capital. Existing investors, Norwest Venture Partners, Nexus Venture Partners, Helion Venture Partners and Draper Fisher Jurvetson also participated in the funding.

The company has raised Funds to capitalize on key technology platforms and to strengthen its presence through integrated solutions across the Asia Pacific (APAC) region

On completing the transaction, **Mr. Prashant Mehta**, CEO of Komli Media said, *"As digital advertising grows in a fast and fragmented manner, it has become critical for the industry to focus on delivering integrated solutions across social, mobile, display, and video. We have already seen strong adoption of our integrated solution along with algorithmic trading. With the increased funding, we plan to deepen our focus on innovative technologies, such as real time bidding (RTB), to deliver significantly greater value to our customers."*

**Mr. Venkat Shankar**, Investment Director at Peepul Capital said, *"We believe that India and South East Asia are at an inflection point in embracing digital advertising. Komli is a leading player in these key markets and with its technology platform, wide product suite and exceptional leadership team, the company should consolidate its current position even further"*

**Avendus Capital was the lead financial advisor for this transaction.**

Commenting on the transaction, **Mr. Puneet Shivam**, Executive Director, Head of US and Co-head BPO at Avendus Capital, Inc said, *"Digital advertising will grow very significantly in the region. We believe Komli, driven by its technology platform, strong reach and world class management team will win big in this market. With this deal we continue our tradition of partnering with market leaders in the digital space and helping them create significant value"*

### **NEWS RELEASE**

Release Date: October 25<sup>th</sup> 2013

Contact: Shveta Singh

+91 22 6648 0020 shveta.singh@avendus.com

**Avendus Capital**

Mumbai, Delhi, Bangalore, New York, London

---



## **About Komli Media**

Komli Media is Asia Pacific's leading media technology company with solutions across display, mobile, video, social, search and data for marketers, agencies, and publishers. Komli is leading the charge in developing the next-generation of digital advertising technologies, such as a real-time bidding (RTB) performance advertising platform (ATOM) that integrates audience data to improve ROI. Headquartered in Mumbai, Komli Media has over 300 employees across 12 offices in India, Australia, New Zealand, Southeast Asia and Middle East.

## **About Peepul Capital**

Peepul Capital LLC is an Institutional Investor specializing in Buyouts, Restructuring, Early Stage, Growth and Expansion investments. Peepul Capital's investment strategy represents a nimble approach that allows a disciplined pursuit of a broad range of value propositions across its chosen domains of Technology, Media, Healthcare, Consumer Services and Specialized Engineering.

Peepul Capital helps grow fundamentally stronger and better companies through its extensive operating and entrepreneurial experience. Peepul Capital manages a corpus of approximately US\$700 Million across its three Funds for growth-oriented investments focused on India.

## **About Avendus Capital**

Avendus Capital is a leading financial services firm which 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 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 38 cross-border transactions in the past 5 years. Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets, while Avendus Wealth Management 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.

Avendus Capital, Inc (US) and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively are wholly owned subsidiaries offering M&A and Private Equity syndication services to clients in the respective regions.

For more information, please visit [www.avendus.com](http://www.avendus.com)