
Aventus Capital advises TheMathCompany on its USD 50 million investment from Brighton Park Capital

Mumbai, January 13, 2022

TheMathCompany, a global data analytics and data engineering firm that partners with companies to enhance their analytics capabilities, today announced that it has secured USD 50 million in investments. The round of funding was led by Brighton Park Capital, an investment firm that specializes in collaborating with growth-stage software, healthcare, and tech-enabled services businesses. Existing investor, Arihant Patni, also participated in this round. The minority investment will accelerate TheMathCompany's expansion in the US and EU markets, as well as enhance its next-generation, proprietary platform, Co.dx, which drives value for businesses through analytics at speed and scale.

Aventus Capital acted as the exclusive financial advisor to TheMathCompany and its shareholders on the transaction.

Founded by industry leaders, Sayandeb Banerjee, Aditya Kumbakonam, and Anuj Krishna, TheMathCompany is a high-growth firm that employs nearly 1,000 data scientists, data engineers, and domain experts. The company represents and partners with Fortune 500 customers across the CPG, Retail, Pharma, Automotive, Technology, and Manufacturing industries in the US, UK, and EU. Enabling clients with a diverse set of capabilities powered by Co.dx, the organization implements data science and engineering initiatives across business functions, including marketing, supply chain, R&D, and finance. TheMathCompany's hybrid model unifies Co.dx with a comprehensive consulting approach to deliver custom, cutting-edge analytics and AI-driven assets, helping customers implement successful and strategic business decisions.

"We are thrilled to announce Brighton Park Capital's investment," said **Sayandeb Banerjee, CEO of TheMathCompany**. "The firm's deep technology sector expertise and proven track record of scaling global enterprises will be instrumental to our growth."

"We look forward to partnering with TheMathCompany's founders and the entire team to support their continued growth," said **Mark F. Dzialga, Managing Partner of Brighton Park Capital**. "TheMathCompany is positioned for continued success as it strengthens its brand recognition and expands in the US and EU markets, supporting customers on their missions to capture value through data analytics."

"TheMathCompany is poised to become one of the largest data and analytics consultancies in the world, supported by a world-class team of data engineers and scientists, and complemented by the power of the Co.dx platform to

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deliver more value, faster, for customers. I couldn't be more excited to partner with Sayandeb, Aditya, and Anuj on the significant opportunities ahead," said **Jeff Machlin, Partner of Brighton Park**. As part of the transaction, Jeff Machlin will join the Board of Directors.

"While most players in the industry have taken decades to grow to our size, we have built this strong foundation within five years. Brighton Park Capital's partnership will further accelerate our plans to become the world's leading global analytics consultancy," said **Aditya Kumbakonam, Chief Customer & Growth Officer at TheMathCompany**. "As we grow and evolve, this investment will help us continue to bring elevated service and outstanding quality to our customers."

Anuj Krishna, Chief Product Officer at TheMathCompany said, "With Brighton Park Capital as investors, we are excited to continue creating better opportunities for our people to grow their careers, while expanding the business globally. TheMathCompany will continue to invest heavily in Co.dx – a significant and meaningful differentiator in our journey to help enterprises scale and solve problems faster."

Shobhit Jain, Director, Enterprise Technology and Services Investment Banking at Avendus Capital said, "AI-driven analytics is a must-have for enterprises to keep up with the need for real-time insights. TheMathCompany is one of the fastest growing players with industry-leading profitability and has reached scale on the back of its global delivery, unique technology platform and unparalleled customer satisfaction which is a testament to the vision and passion of its three co-founders. Brighton Park Capital's investment will fuel the company's blended strategy of platform and people to lead in a fragmented market. With this transaction, Avendus further solidifies its position in the AI and analytics market."

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's 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

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