
Avendus Capital included in Asia's Most Promising Brands

Mumbai, February 3, 2015

Avendus Capital Pvt. Ltd., a leading financial services firm, has been selected amongst Asia's Most Promising Brands in a research conducted by World Consulting and Research Corporation (WCRC) for 2014. The brands are analyzed by KPMG, the process advisor and evaluator of the awards in India.

Asia's Most Promising Brands are selected through rigorous research parameters involving primary and secondary research that comprises market studies, industry white papers, category-specific brand reports, and brand-specific scrutiny. This year a total of 150 brands across 25 industry categories represent Asia's Most Promising Brands. The entire process is driven by WCRC, the firm behind the award.

In 2014, Avendus Capital Pvt. Ltd. was the advisor to 31 transactions and helped raise USD 3.46 Bn. The firm was amongst the top 2 advisors in India by deal count for CY2014 (As per Mergermarket Asia Pacific League table of Financial Advisors). Some of the exceptional businesses Avendus advised in 2014 were Kotak Mahindra, Quikr, Housing.com, Nashik Vintners(Sula Wines), BookMyShow, Kancor, TaxiForSure, Indiahomes, Servion, Newgen Software, Financial Software Systems, Aditi Technologies, KMG Group, Delhivery and ISS.

Avendus Wealth Management Pvt. Ltd. continued to improve its geographical reach as well Assets Under Advice. Avendus India Opportunities Fund III, managed by Avendus PE Investment Advisors Pvt.Ltd., is fully deployed, in 11 high quality high growth companies across multiple sectors. The Fund has already delivered annualized returns of 64.7% as opposed to Nifty returns of 25.4% for the period of July 2013 – December 2014. Avendus Capital Pvt. Ltd. has entered into a partnership with the Zodius Advisors team to raise \$400-500 Mn cumulatively in three successive funds over next 3-4 years. These funds plan to invest in India-centric Consumer Mobile/Internet and Enterprise Software & Services businesses.

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About Avendus Capital:

Avendus Capital Pvt.Ltd. is a leading financial services firm, which alongwith 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 over 40 cross-border transactions in the past 5 years. Avendus PE Investment Advisors Pvt. Ltd. manages funds raised from its investors by investing in public markets, while 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.

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

For more information, please visit www.avendus.com