
Avendus Capital advises Amagi Media Labs on its fundraising from Emerald Media and Premji Invest

Mumbai, January 09, 2017

Amagi Media Labs Pvt. Ltd has raised a Series D round from Emerald Media (pan-Asia media investor backed by KKR) and Premji Invest (investment office of Mr. Azim Premji).

Amagi will use the funds to expand to new geographies, increase channel portfolio, marketing initiative, invest in R&D and for general working capital purpose.

Avendus Capital was the exclusive financial advisor for this transaction.

"We are thrilled to partner with Emerald Media for the next stage of growth for Amagi. We will be able to draw on Emerald Media's proven experience in the media sector. The investment highlights the faith posed in our cutting-edge technology, business model and will propel Amagi to the next level," **Baskar S, Co-founder and CEO, Amagi said.**


Rajesh Kamat, Managing Director, Emerald Media said, "Baskar, Srinivasan and Srividhya are the pioneers of targeted-TV advertisement in India. Amagi's cloud-based managed services and monetization solutions, with high degree of workflow automation make TV networks efficient and future-ready compared to traditional broadcast models. Their cutting-edge technology is disruptive and the need of the hour. Emerald Media will assist Amagi in driving this change in the broadcast and digital industry by providing a distinctive combination of capital, domain knowledge and management bandwidth"

Commenting on the transaction, **Pankaj Naik, Director – Digital & Technology** at Avendus Capital said, "Amagi is revolutionizing TV advertising with its geotargeting, cloud porting and programmatic buying technology. The current round enables Amagi to leverage Emerald's Media's sector expertise and expand its client universe and product offering. The Company is well positioned to benefit from rapidly evolving trends in video viewership."

About Amagi Media Labs Pvt Ltd

Amagi Media Labs Pvt. Ltd, founded in 2008, is India's media technology company. Amagi is revolutionizing TV broadcasting by enabling localization of TV content and advertising across multiple platforms. Amagi's proprietary watermarking technology enables dynamic display of

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differentiated content based on viewers' geography. Amagi is also disrupting the traditional hardware based playout and delivery market through its software centric approach.

For more information, please visit www.amagi.com

About Emerald Media

Emerald Media is a Pan-Asian company backed by KKR to invest in the fast-growing media and entertainment industries across Asia for which KKR has committed up to \$300mm from its KKR Asian Fund II. Emerald Media is led by industry veterans Rajesh Kamat and Paul Aiello, supported by an experienced team of investment and operating executives. Paul and Rajesh together have a combined experience of more than 30 years in the industry and bring a unique blend of operational and investment acumen to their business approach.

Emerald Media, primarily focuses on providing growth capital to media, entertainment and digital media companies. The company looks to invest approximately \$15-75mn per investment to acquire control or significant minority positions in growing public and private media companies.

About Premji Invest

Premji Invest was formed in 2006 to invest for entities belonging to Mr. Azim Premji, Chairman and Founder of the Wipro Group. The entities, which include investment vehicles and endowments to support Azim Premji Foundation, have assets exceeding \$3 Bn under management. The group invests in both public and private companies, which are driven by management teams with strong ethics, transparency and integrity and have demonstrated scale using organic growth management. The firm has funded more than 40 companies across sectors such as technology, consumer & retail, healthcare and financial services.

About Avendus Capital

The Avendus Group (Avendus) is a leading provider of financial services with an emphasis on customized solutions in the areas of Financial Advisory, Wealth Management, Structured Credit Solutions and Alternative Assets Management. Avendus relies on its extensive experience, in-depth domain understanding and knowledge of the regulatory environment, to offer customized solutions that enable clients to meet their strategic aspirations. Avendus Capital has consistently been ranked among the leading financial advisors by overall number of deals. In CY2015, the firm was amongst the top three financial advisors by overall number of deals in India (as per Mergermarket). It has a strong track record cross-border transactions and has helped multiple clients benefit from opportunities across geographies. Avendus's wide range of clients is testimony to its ability to serve its corporate clients throughout their life cycle – from growth stage funding to complex, large sized transactions later in the cycle.

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