

Avendus Capital advises Onix on its acquisition of Datametica, a Google Cloud Partner specializing in IP-driven Data Modernization, AI/ML and Analytics

Mumbai, October 06, 2023

Onix, a highly acclaimed, award-winning Google Cloud partner, today announced the acquisition of Datametica, an IP-powered consulting firm specializing in data migration, modernization and BI/analytics. Datametica leverages its suite of proprietary products to automate the process of migrating and modernizing data warehouses, databases, data integration (ETL), and analytical workloads to Google Cloud. The company has been a recipient of multiple awards in this space and was recently awarded by Google as the Data Analytics Partner of the Year for 2023.

Avendus Capital acted as the exclusive financial advisor to Onix on this transaction.

The combined business will bring together Onix's expertise in cloud migration, application modernization, Google Workspace productivity, geospatial, and Generative AI solutions with Datametica's strength in data migration, modernization, and data analytics.

"For Generative AI to drive effective business outcomes, businesses require consolidated and curated enterprise data," said **Sanjay Singh, Chief Executive Officer of Onix**. "By combining forces with Datametica, our joint solution portfolio will allow us to accelerate data and AI-driven value to customers that is unmatched in the ecosystem."

"We are thrilled to be partnering with Onix. Together, we can deliver to our enterprise customers holistic value and help them on their mission of transforming on cloud with data and AI. Onix, with their industry expertise and broad-spectrum capabilities in cloud and enterprise strategy consulting, will help us accelerate business transformation of our customers," said **Dr. Phil Shelley, Rajiv Gupta, Niraj Kumar & Deepak Bhadani, Co-founders of Datametica**.

Puneet Shivam, Managing Director and Co-head, Enterprise Technology & Services Investment Banking at Avendus Capital said, "Data management is critical for advancements in AI, analytics, decision-making, and innovation. The combination of Datametica, a differentiated player with deep data management and analytics capabilities, with Onix, a prominent player in the Google Cloud Platform ecosystem, will create a strong leader in the GCP ecosystem. We are excited to be part of the transaction."

The combined organization operates in the United States, Canada, UK, Singapore and India, with over 1,000+ deep experts in data engineering, machine learning and data science. The company will provide scale and coverage across North America, EMEA, APAC, and LATAM markets, servicing over 1,800+ customers across multiple industry domains.

Tailwind Capital invested in Onix in July 2022 to support strategic growth and build a leading Google Cloud Partner. Equity financing for the Datametica acquisition was provided primarily by Tailwind, and Tailwind continues to support an aggressive acquisition plan for Onix. Gurvendra Suri, a Tailwind Operating Executive, serves as Executive Chairman of Onix.

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About Avendus

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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' 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.

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