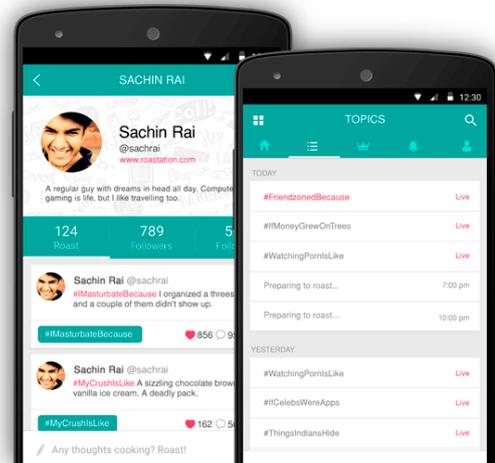


ENTERTAINMENT APP 'ROAST' RAISES SMALL TICKET FUNDING FROM INDIAN ANGEL NETWORK

New Delhi, May 25 2016: Delhi-based start-up **Roast**, first of its kind entertainment mobile [app](#), has secured an undisclosed amount of funding from Indian Angel Network (IAN), world's largest network of business angels. The investment has been made under the 'Small Ticket Funding programme which was announced by IAN last year. **Sanjay Mehta** has led this round of investment on behalf of IAN and will join the company board for further mentoring the team.

The biggest challenge faced by early-stage startups is to raise seed capital which is instrumental in scaling up their businesses by developing their technology and marketing it. With its primary focus on promoting, mentoring and financially assisting early-stage start-ups, IAN launched the small ticket funding programme last year that offers a fixed investment amount of Rs 25 lakh (\$39,888) at a fixed valuation of Rs 2.5 crore (\$398,883) post investment. The programme aims to provide funds to the aspiring entrepreneurs and support unique, innovative and scalable ideas which have the potential to become globally relevant and successful businesses.

Roast is an entertainment mobile application that caters to a specific need of people who love to talk, converse and take stand on anything and everything. The application is Internet's all-in-one grilling depot: ROFL station, comedy corner, lol terminal and one-stop 'entertainment in short' destination. In search for interesting stuff online, users have to visit multiple websites, blogs and social networks. The content on these platforms is lengthy. Long form of content is dying in this mobile-phone era, where users have a very short attention span. Every time a user lands on Roast, he/she will be filled with emotions of joy, humor and laughter.



Anchal Singh & Aamer Rushnawala started the company in September last year only to offer an entertainment platform to the audience. *"We wanted to create an ecosystem where users can fly in, write, coupled with a sheer reading experience. Our aim is to be a premiere micro-sharing entertainment platform on mobile, catering to the 'entertainment in short' need of witty Indians. IAN investors have not only mentored us, but have also been a great support in guiding us and helping us make the right decisions for our business,"* said **Anchal Singh, Co-Founder, Roast**.

The company plans to utilize the investment for acquiring customers and to invest in its technology platform.



Commenting on the investment, **Sanjay Mehta, lead IAN investor** said, *"The concept of Roast is new and one of its kind. We have always believed in supporting unique ideas that have the potential to disrupt. Roast is targeted at users that spend most of their time online for consuming information across subjects. With video-on-demand service providers also exploring India as a mature market clearly defines the market potential for Roast. IAN's investment in Roast is testimony of the trust we lay in the entrepreneurs and their relevance in the current market scenario."*

Mobile phones are helping internet content to 'go viral'. The current internet user base in India is traced at over 400 million to reach 500 million by end of 2016. Over 300 million access internet from mobile phones. Indians, on an average, spend 3 hours 18 minutes a day on their smartphones. 1/3rd of this time is on mobile apps. Of various app categories, social and messaging apps have seen a growth of 203% in downloads in the last one year. Roast intends to add to the statistics.

- Roast is internet's first ever 'Entertainment In Short' destination
- Neither messaging nor social networking app but a 'One stop Entertainment Destination'
- Platform for informal communication
- One-stop hoard of hilarious conversations

About Roast and the Founders

Roast is the first of its kind topic-driven app, with topics that users can connect to and would want to talk about). They can connect with friends and strangers, roast the topic, roast people, speak their mind, and watch events unfold in real time, from every angle. It is a one-stop destination for witty Indians to have hilarious/funny/sarcastic take on topics and for the readers to enjoy.

<http://roastation.in/>

Anchal Singh & Aamer Rushnawala -The duo completed their graduation in Bachelor of Commerce (Ahmedabad) and MBA (Marketing) from IILM Institute for Higher Education, Gurgaon. They then worked in the digital palm of Publicis Istrat (Advertising) and worked with clients on designing digital strategy and helping them create word of mouth for the brand. Post their stint with Publicis Istrat, in an entrepreneurial venture, they started Mintified (Jan 2015) - an online media company that collates, curates and creates unique, entertaining and most shareable content on the web.

About Indian Angel Network

The Indian Angel Network is the world's largest business angel group. With close to 400 investors from 10 countries, IAN's presence spans 7 locations, which includes cities in India and UK. IAN has invested in startups from diverse industries/sectors. The investor group comprises successful and established entrepreneurs as well as dynamic CEOs. They not only invest in innovative startups but also provide valuable inputs on strategy, in addition to providing access to their vast global networks. IAN also became the world's first angel investor group to establish operations outside of its home country, when it started operating in London. Over 4,000 entrepreneurs pitch to IAN each year, and IAN has invested in over 55 ventures over the last two years.

IAN's portfolio, with over 100-odd companies, spans 17 sectors across 7 countries. IAN portfolio companies have given 70x returns in 6 years, 21x in 30 months, 22x in 60 months, and 6x in 15 months; with ventures such as Druva, Stayzilla, and Webengage well on their way to become unicorns. www.indianangelnetwork.com | [@ianetwork](https://twitter.com/ianetwork)

For further details, please contact:

Indian Angel Network

Himali Makker | + 91 9811866475 | E-mail: himali@indianangelnetwork.com

Genesis Burson-Marsteller

Aastha Taneja | + 91 9711311662 | E-mail: aastha.taneja@bm.com

Tripti Sharma | + 91 7838350189 | E-mail: tripti.sharma@bm.com