

INDIAN ANGEL NETWORK INVESTS IN LOUDCELL; IoT & CLOUD TECHNOLOGY FOR EFFICIENCY OF FUEL CONSUMPTION

New Delhi, November 27th, 2014: Indian Angel Network, today announced an undisclosed investment in **LoudCell**, a start up with a vision to save diesel cost and reduce wastage/inefficiency for DG owners in India and other emerging economies. LoudCell offerings are based on the IoT and Cloud technology platform to enable phenomenal quick scalability. It delivers the most critical need for fuel and energy management at extremely low costs, and is designed to be tamper-proof.

India has an estimated installed base of more than 5 million Diesel Generators of capacity greater than 15 KVA (target market) and growing. These generators consume \$13 billion worth of diesel annually. The manufacturing sector faces a huge production and wastage and as the "make in India" initiative takes off, LoudCell's technology will be critical for this sector. The LoudCell technology is applicable to India and all emerging economy markets - such as Africa and South East Asia, therefore catering to an even bigger and growing market. The criticality of this technology rests on the single fact that developing economies are struggling to meet their production costs accruing to high level of fuel costs and spillovers. In addition, it reduces the extensive carbon emission which is an increasing concern for these economies. LoudCell aims to help consumers reduce the carbon footprint, creating a significant environmental impact and estimates to save 0.5 million tons of carbon emissions by 2018.

LoudCell Co-founders Mr. Ramesh Gupta and Mr. Ashish Srivastava commented, *"The investment raised through IAN will be used for manpower recruitment, business growth, building the LoudCell brand, further development & enhancement of the current products and increasing the portfolio of products in future. Today, customers do not have any other available product that helps them reduce operational wastage and control pilferage of diesel in the generators. LoudCell's unique and user friendly technology fills this gap, providing customers actionable intelligence and complete insight into their diesel usage profile. We are excited to become IAN Portfolio Company and believe that IAN credible global network will help us take LoudCell to other developing economies also".*

Mr. Pradeep Gupta - IAN co-lead for this investment who will join the LoudCell board said, *"IAN's investment in the venture is primarily driven by the fact that India has a huge market for diesel consumption as it is fast becoming a manufacturing base for most companies. However, the consumers have very limited options in terms of controlling fuel and energy consumption. The limited competition for LoudCell increases the probability of LoudCell becoming a huge player! And Ramesh and Ashish are an excellent team to build a large footprint company. LoudCell's ability to reduce diesel consumption and in turn the carbon footprint aligns with IAN's focus on high social impact ventures as well".*

Mr. Vishal Lalani – IAN member who co-led the investment commented *"We feel that LoudCell team has a deep domain expertise and a high focus on execution to create a very valuable business. Ashish and Ramesh form a well-knit and innovative team. IAN views LoudCell as a high potential company and is excited to engage with the team to mentor it as well as to open up IAN's network for market access. The LoudCell and IAN partnership comes together to build a formidable company!"*

For more information on LoudCell: www.loudcell.com

For business enquiries: sales@loudcell.com

About Indian Angel Network

Indian Angel Network is Asia's largest angel investor network with over 300 investors across 10 countries and the world's only angel network with operations outside of its home country. As a part of this Network built "By Entrepreneurs, For Entrepreneurs", investees can gain access to the vast business network of IAN's influential members, strategic direction, and operational guidance apart from financial investment which is critical for creating large, valuable companies. Over the last two years, IAN funded over 40 deals investing close to US\$ 30 million. IAN's portfolio companies leveraged IAN's investment with another US\$ 33 million or so from next round, bringing in a total of close to US\$ 65+ million to startup companies.

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