



**Bangalore, February 05, 2008, Indian Angel Network invests in Viedea Capital Advisors**

Indian Angel Network (IAN) announced an investment into Viedea Capital Advisors, a Bangalore based boutique investment bank focused on early and growth stage companies. Indian Angel Network is the first pan-India Angel network with successful entrepreneurs and high profile CEOs investing in high potential early stage businesses across India. The Network has over 60 members who have made around 10 investments in the last 20 months across multiple sectors.

Viedea Capital was co-founded by Uday Disley and Deepak Srinath in early 2007 and focuses on Capital Syndication and M&A advisory for mid market companies. The Viedea team has strong operating experience in areas such as Mobile VAS, Retail, IT/ITES and Life Sciences. “Our strong differentiator is the operating experience of our team. This is an integral part of our strategy and allows us to offer insights that traditional bankers may not be able to. Moreover, both Deepak and I have been entrepreneurs previously and understand pain points of entrepreneurs”, says Uday Disley, co-founder and Director of Viedea. Uday, who has an MBA from TAPMI, Manipal, has worked in Corporate Planning and Strategy roles in multi-business organizations such as Valdel Group, where he lead several cross border transactions and new initiatives.

Viedea has already advised on high profile transactions such as the recent acquisition of the publicly listed engineering services company Axis IT&T by Rajeev Chandrasekhar’s Tayaana Software. “We saw that SME’s and mid market companies were underserved by existing investment banks. This, coupled with the large inflow of Venture Capital over the last 18 months was our motivation to start Viedea. The fact that some of the most successful entrepreneurs and CEO’s in India have invested in Viedea validates our assessment of the opportunity”, says Deepak Srinath, co-founder and Director of Viedea. Deepak, who has an MBA from Manchester Business School, UK has had multiple techno commercial roles in startup’s as well as large IT companies in India, UK and US.

“We loved the passion and commitment of the team and recognized the huge potential to create a truly world class boutique investment bank. They’ve made a great start and the IAN investment will give them the impetus to move to the next level”, says Rohit Chand of IAN who will be joining the Board of Viedea.

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