

**DATE**

November 30, 2021

**SECTORS**

Technology & Software

**DEAL LOCATIONS**



**DEAL TEAM**



**Klaas Oskam**  
Managing Director



**Nishant Malhotra**  
Director

# DC Advisory advised Salesken on its Series B fundraise



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### Background

- Founded in 2020, Salesken is an AI-powered, in-call, live sales intelligence platform
- Salesken utilises its proprietary AI to deliver real-time cues to aid sales representatives during conversations
- Headquartered in Bangalore, India, Salesken is a domestic market leader and is well positioned to establish similar growth globally
- Salesken's current operations span India and the US, with customers across the Edtech, Banking, Financial Services, Construction, Logistics, FMCG sectors, among others

### Process

- DC Advisory (DC) acted as the exclusive financial advisor to Salesken on its growth equity investment, led by M12 along with participation from existing investor Sequoia Capital
- DC worked with the founders of Salesken to engage investors with relevant expertise, allowing Salesken to close the transaction with a premium valuation
- DC provided support across key work streams, including investor due diligence and documentation negotiation

**Outcome**

- Salesken received a growth equity investment of USD 22M in Series B funding from M12, Sequoia Capital and other investors in November 2021
- The investment will help accelerate Salesken expansion into the North American market and fund the development of its proprietary deep tech product