

**DATE**

January 21, 2020

**SECTORS**

Business & Tech-Enabled  
Services

Technology & Software

**DEAL TYPE**

Private Capital

**DEAL LOCATIONS**



**DEAL TEAM**



**George Anthraper**  
Managing Director



**Meherzad Kelawala**  
Managing Director

# DC Advisory advised Bizongo on its Series C investment from Schroder Adveq, Accel Partners, B Capital, IFC and Chiratae Ventures



Schroder Adveq

## Background

- Bizongo is India's largest B2B online platform for packaging products
- Bizongo provides end-to-end packing design, development and procurement solutions through its proprietary technology platform

## Process

- DC Advisory acted as the exclusive financial advisor to Bizongo on its \$30m Series C fund raise from Schroder Adveq, a Switzerland-based hedge fund with an AUM of \$10 billion+, as part of a consortium of existing investors; Accel, B Capital, Chiratae Ventures (earlier IDG Ventures India) and IFC (International Finance Corporation)

## Outcome

- The current fund-raise will be utilised to ramp up Bizongo's technology infrastructure and to expand its offerings to newer sectors
- The funds raised via the transaction will also be deployed to strengthen and further expand Bizongo's presence across India