

DATE

August 19, 2014

SECTORS

Media & Telecom

DEAL TYPE

Private Capital

DEAL LOCATIONS**DEAL TEAM****Klaas Oskam**

Managing Director

**George Anthraper**

Managing Director

DC Advisory advised Knowlarity Communications on its Series B investment from Mayfield and Sequoia Capital

India's largest cloud telephony company, Knowlarity, announced that it has raised Series B growth capital from Mayfield and Sequoia Capital. The Company has developed a host of cutting-edge products that are aimed at replacing expensive communication hardware systems with affordable cloud-based telephony and call handling solutions for small and large businesses alike.

Knowlarity's technology architecture, which is robust and infinitely scalable, is its strongest differentiator. The platform currently supports over 6,500 customers and can handle over a million calls an hour across both PSTN and VOIP networks.

Knowlarity is to communications what AWS is to applications. We provide the tools needed by businesses to build today and scale tomorrow. Knowlarity has captured the fragmented enterprise and SMB segment in India using a 360-degree customer acquisition model that includes online marketing, field visits and channel partners. The Company plans to use the same model to increase its presence in other emerging markets. We will be investing in technology and international expansion, which includes both organic and inorganic growth.

Ambarish Gupta
CEO and founder of Knowlarity

Knowlarity is solving a big pain point for businesses, allowing them to communicate faster, cheaper & better. We are very excited to partner with the team to build out what could be the largest cloud telephony company in emerging markets.

Vikram Godse

Managing Director of Mayfield India

Sequoia was the first institutional investor at Knowlarity and over the years we have built a priceless trusting relationship with Ambarish and the management team. A big thank you to the thousands of Knowlarity customers who have helped shape this company and super happy that we will now be welcoming customers across Asia. Knowlarity can help every business manage their precious leads and distributed sales teams with a few simple clicks on their mobile.

Mohit Bhatnagar

Managing Director of Sequoia Capital India