

DATE

January 31, 2022

SECTORS

Technology & Software

DEAL LOCATIONS



DEAL TEAM



George Anthraper
Managing Director



Klaas Oskam
Managing Director



Christopher Hieb
Managing Director



Background

- Founded in 2009 and headquartered in Singapore, Knowlarity is a global leader in cloud communications, offering cloud telephony, contact center automation, AI-powered voice assistants and speech analytics solutions
- Knowlarity serves its full-stack cloud communication solution to over 6,000 customers across multiple industries
- Knowlarity is backed by marquee financial investors: Sequoia India, Mayfield India and Delta Partners
- Gupshup is a leading conversational engagement platform, enabling businesses to build omni-channel conversational experiences across marketing, sales and support
- Gupshup is backed by investors including Tiger Global and Fidelity Management and Research Co. LLC

Process

- DC Advisory (DC) acted as exclusive financial advisor to Knowlarity and its shareholders on its sale to Gupshup
- Having advised Knowlarity on its previous fundraises, DC leveraged its deep sectoral expertise in customer interaction management platforms (CIMP) to engage with financial and strategic investors in the space, providing Knowlarity with the opportunity to evaluate multiple options deciding to finalise the transaction with Gupshup

Outcome

- The transaction, which is set to close by the end of February 2022, will help Knowlarity leverage Gupshup's global footprint, aiding them in delivering a further improved omni-channel experience for more customers, globally
- This transaction will help Gupshup acquire complementary capabilities in the voice-based conversational engagement market and establish itself as a global leader in the messaging voice and video channels

"The DC Advisory India team stood out through their ability to provide the right advice at all times to all the stakeholders. Their deep sector knowledge and superior access helped orchestrate and deliver a successful transaction."

Yatish Mehrotra
CEO, Knowlarity

"The cloud communication industry has witnessed strong M&A traction recently, with acquirers consistently looking for scaled-up quality players, like Knowlarity. We are proud to have been associated with Knowlarity throughout its growth; from its Series B and C fund raises, to now helping to create an exit for the investors as part of this strategic M&A transaction. We wish the Knowlarity team all the very best for the next chapter of their journeys."

George Anthraper
Managing Director, DC Advisory