

DATE

September 04, 2025

SECTORS

Financial Services

DEAL TYPE

M&A Advisory

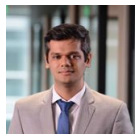
DEAL LOCATIONS



DEAL TEAM



Klaas Oskam
CEO



Jugal Asher
Vice President



Shreyas Subedar
Director

DC Advisory advises Axio (CapFloat Financial Services) and its shareholders on the sale of Axio to Amazon



Background

- CapFloat Financial Services (operating under the brand, Axio) is a Non-Banking Finance Company (NBFC) registered with the Reserve Bank of India (RBI) as a systemically important non-deposit taking company
- Axio was co-founded by Gaurav Hinduja and Sashank Rishyasringa. The founders and management team continue to manage the business
- Axio is an embedded finance lender and provides, in real-time, check-out financing and consumer loans through its completely digital platform
- Before this transaction, Amazon, through one of its investment vehicles, was a minority investor in Axio and is also one of the largest partners for Axio in India

Process

- DC Advisory acted as the exclusive financial advisor to Axio's shareholders and its founders on the sale of Axio to Amazon
- DC Advisory worked closely with Axio and its shareholders to negotiate the initial letter of intent and subsequently, along with legal counsel and tax experts, guided, designed and implemented a transaction structure that captured the commercial intent laid-out in the letter of intent (LOI) and aligned with all stakeholders
- DC Advisory worked closely with the leadership team at Axio and the transaction team at Amazon to provide full advisory support throughout the duration of the

transaction – from LOI negotiation to diligence and documentation, transaction structuring and regulatory approvals, culminating in this strategic transaction

Outcome

- The transaction closed in September 2025
- The acquisition, one of Amazon’s largest in India, marks a milestone in Amazon's commitment to expanding its financial services offerings in India and is expected to enhance Amazon Pay Later's checkout finance and term loan capabilities
- This transaction marks DC Advisory India’s ninth Financial Services and Fintech transaction in the last 24 months

“We are deeply grateful to DC Advisory for their exceptional support and strategic guidance throughout this journey. The dedication, professionalism, and tireless work ethic of the entire team were remarkable—they consistently went above and beyond at every stage of the process. Their ability to understand complex structuring nuances and expertly manage multiple investor conversations was exemplary. They worked seamlessly alongside us, helping our team prepare thoroughly and navigate the transaction with confidence and clarity.”

Gaurav Hinduja, Co-Founder, Axio

“We are thankful to team DC Advisory for their guidance through this journey. With multiple stakeholders, their management of the process backed by comprehensive understanding of legal/commercial nuances of deal-making was pivotal in delivering the desired results. What was especially heartening to see was each member of their team going above and beyond to deliver an outcome for us. We could not have asked for a better team to lead us through this milestone moment at Axio. Thank you for being true partners in every sense of the word.”

Sashank Rishyasringa, Co-Founder, Axio

“DC Advisory is proud to have advised Axio and its shareholders on this landmark transaction which establishes Amazon’s presence in lending financial services in India. Amazon’s investment bears strong testimony to the quality franchise that Axio has built over the years. We are grateful to Gaurav, Shashank and all of Axio’s marquee investors for giving us this opportunity. We are confident that Axio will grow manifold under Amazon’s ownership and we wish the team and Amazon well in their journey from hereon.”

Klaas Oskam, CEO, DC Advisory India

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For important information regarding testimonials, please see our [disclaimer](#).