

Gradatim closes Series A funding from NEA IndoUS

Mumbai, December 14, 2009: Gradatim I.T Ventures - a unique and distinctive entity in the micro-transaction on-demand technology space, announces the completion of its Series A funding from NEA-IndoUS Ventures (NEA-IUV).

Gradatim is a privately held IT company with operations in India, Australia & Singapore. Gradatim is a pioneer in Business Process Utility (BPU) space and delivers evolutionary, on-demand utility services across the banking and insurance industries with a focus on micro-transaction space. Gradatim's client base ranges from leading MFIs and NBFC's, Insurance providers, to Banks and Development Organizations across Asia and Australia.

Prakash CV, Managing Director of Gradatim, commented: "Our proven, on-demand platforms, enables our customers to rapidly launch new products, manage the full product life cycle in real time, and rapidly launch new products, create and manage multiple distribution channels seamlessly. Our customers have benefitted from reduced total cost of ownership by upto 30%. We view NEA-IUB as our partners in exemplary progress. We believe this Series A funding would further strength our offerings, making it more incisive, distinct and 'customer -focused'. This would, I believe, hasten our emergence in the leadership position in our chosen segment and strengthen our global foot-print growth."

Kumar Shiralagi, Managing Director of NEA-IUV commented: "NEA-IUV is pleased to enter into a long term partnership with Gradatim, a leading technology driven service provider in the fast growing micro-transaction industry. Consistent with NEA-IUV's investment strategy, Gradatim represents a proven management team and technology offerings that provide comprehensive end to end technology solutions for the micro-transaction industry, which is a need of the hour given their rapid growth rate"

YES BANK was the Exclusive Advisor to this transaction. Speaking on this occasion, **Mr. Rana Kapoor, Founder/Managing Director & CEO, YES BANK** said, "YES BANK is privileged to be associated with such a marquee company in this emerging sector. We are fully committed to support Gradatim in all its future endeavours through our dedicated Sustainable Investment Banking division. I truly believe that this landmark transaction further strengthens YES BANK's credentials in the space of early stage venture advisory to sustainable businesses. This exceptional transaction further demonstrates our commitment to bridge the financial advisory gap that exists in high potential environmental and social impact businesses through our Sustainable Investment Bank team".



GRADATIM



Gradatim

Gradatim is a pioneer in the fast emerging on-demand utility services business. Gradatim's technology platforms – MFResolve and MFInsure - are leading platforms to launch, manage, process and distribute savings, loans and insurance products. The MFResolve components deliver micro-banking full cycle management with a strong core banking backbone. MFInsure delivers full straight through processing, rapid deployment of new products, create broader distribution networks and manage full policy lifecycle in real time. These platforms, help launch, distribute, manage and process loans, insurance products to the fast growing rural and urban markets. Gradatim currently services customers big and small, across three continents. Headquartered in Bangalore, Gradatim has presence in Australia, South East Asia and the Middle East.

NEA-IndoUS Ventures

NEA-Indo US Ventures is a leading venture capital firm which provides early and mid-stage funding to new or growing businesses in India. Our team comprises experienced entrepreneurs and executives who understand the model of incubating ideas and transforming them into successful enterprises. We understand that entrepreneurs are driven by an inner urge to foster change and build enduring companies. These entrepreneurs create path-breaking ideas, enable inorganic growth, and work to transform society for the better. We believe entrepreneurship is not about qualifications or past track records; visionary entrepreneurs can emerge from all walks of life.

YES BANK

YES BANK, India's new age private sector Bank, is the outcome of the professional & entrepreneurial commitment of its Founder, Rana Kapoor and its top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the Future Businesses of India. YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers.

YES BANK has a knowledge driven approach to banking, and a superior customer experience for its Branch Banking (Individuals and SMEs) and Corporate clients. As a part of this knowledge driven approach, YES BANK focuses on key growth sectors like Lifesciences & Biotechnology, Infrastructure, Food & Agribusiness, Telecommunications, Information Technology, Infrastructure, Renewable Energy, Media & Entertainment, Manufacturing and Textiles, among others. YES BANK's differentiated approach to banking provides industry specific financial solutions which facilitate superior structuring and tailored financial solutions. YES BANK has also established Sustainable Investment Bank (SIB), a 'Sustainability Platform' comprising of Investment Banking and Financial Sponsors Advisory services to provide services to the high potential social and environmental impact businesses. YES BANK is steadily evolving as the Professionals Bank of India with the long term mission of "Building the Best Quality Bank of the World in India".

For further information, please contact

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