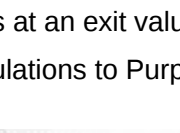
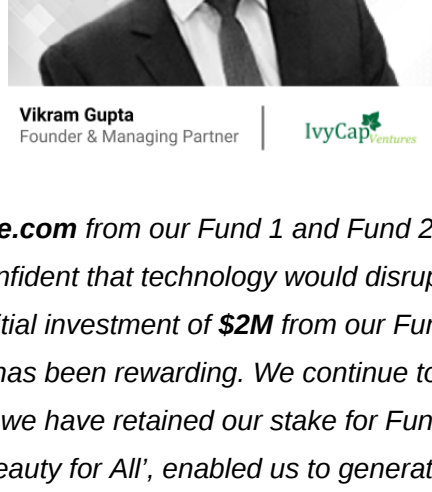


FROM THE FOUNDER'S DESK



We proudly announce our partial exit of **Purple.com** with **22x** returns at an exit value of **\$45 M**.

Congratulations to Purple team!!



Vikram Gupta
Founder & Managing Partner



"We had invested in **Purple.com** from our Fund 1 and Fund 2. When we first invested in Purple in 2015 we were confident that technology would disrupt and redefine the beauty industry in India. With an initial investment of **\$2M** from our Fund 1 growing by manifolds to **USD 45M**, our partnership has been rewarding. We continue to believe in the growths of the company and therefore we have retained our stake for Fund 2. Our belief in the brand the vision of its founders 'Beauty for All', enabled us to generate **1.35x** of our entire Fund 1 in Purple."

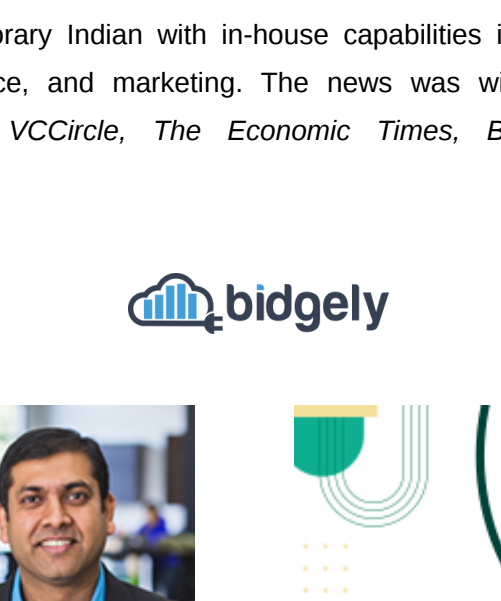


Ashish Wadhvani
Managing Partner



"When we first invested in **Purple** in 2015, the company had barely reached **10 million** NMV per month. We were excited about the prospect of new-age platforms and brands disrupting the large personal care and beauty industry in India. We were confident that the founding team had the credentials and the background to use technology to disrupt and redefine the industry. Our partnership has been rewarding. Purple has grown over **30X** since we entered and has created one of the largest new-age tech-driven platforms and brands in India. This sale returns 1.35X of the entire Fund 1 corpus. It also increases our DPI significantly and confirms our path to give substantial cash returns to our investors. Coming on the back of a COVID year, it is even more satisfying for us."

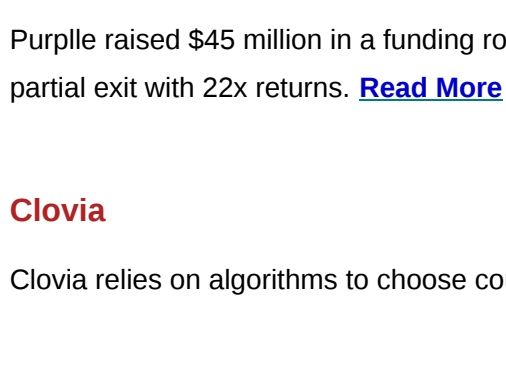
NEW INVESTMENTS



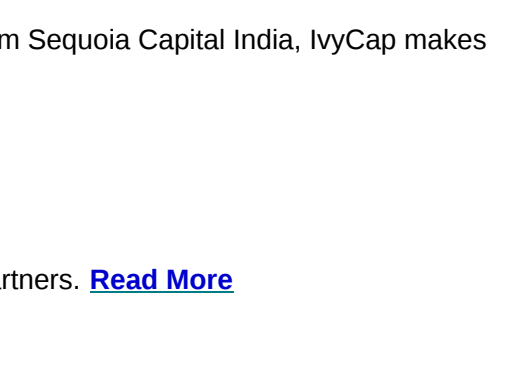
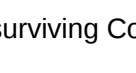
Prabhkiran Singh
CEO, Founder



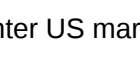
We are delighted to announce our investment of **Rs. 30 Cr (\$4M)** in **Bewakoof.com**. Bewakoof.com is a direct-to-consumer (D2C) distinctive fashion brand for the contemporary Indian with in-house capabilities in design, manufacturing, technology, data science, and marketing. The news was widely covered in leading publications such as *VCCircle*, *The Economic Times*, *Business Standard*, and others. [Read more](#)



Abhay Gupta
Founder & CEO



Vivek Garud
Co-Founder & CTO



We proudly announce our **Rs. 15 Cr** investment in **bidgely**, an AI-powered energy analytics leader to accelerate their growth plans in India. Bidgely's patented disaggregation technology unlocks opportunities for utilities to optimize shareholder value, personalize customer engagement, and modernize grid operations. The news was reported by several media publications. [Read more](#)

FRESHLY BREWED

Purple

Purple raised \$45 million in a funding round from Sequoia Capital India, IvyCap makes partial exit with 22x returns. [Read More](#)

Clovio

Clovio relies on algorithms to choose courier partners. [Read More](#)

Biryani By Kilo

After surviving Covid, Biryani by Kilo is finally set to enter US market. [Read More](#)

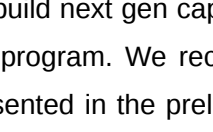
ANGEL FUND

The [Angel Fund](#) has made 4 investments to date and has created a proprietary deal flow leveraging the Global Alumni Network. Currently, we are in the process of shortlisting some of the most interesting early-stage deep tech startups working on emerging themes like *Neuroscience*, *AR/VR*, *Robotics*, *Biotechnology*, *Blockchain*, *Electric Mobility*, *Quantum Computing*, *Artificial Intelligence* among others

Key Highlights



PurpleTutor: In Mar'21, the company's revenue grew by 15% MoM in spite of the school exam season and it has exceeded an ARR of \$750,000. The student acquisition rate also grew by 15% in the month. The company strength along with teachers stands at more than 200 by the end of Mar'21. PurpleTutor would be launching a refreshed student/teacher engagement platform, along with an optimized algorithm for student-teacher matching in Apr'21



SuperPro: Company hosted and powered Unmad, the virtual cultural festival of IIM Bangalore in Mar'21, which had around 7000+ user sessions with more than 320,000+ minutes of streaming content. In Mar'21 only, other users have consumed 150,000+ video communication minutes, which is equivalent to the total usage of the platform till Feb'21. In addition, the company has also signed up a Series A health-tech startup for powering the experience of all their health teleconsultations, between patients and doctors, pan-India



Expertrons: By the end of Mar'21, the ARR of the company stands at \$0.8 Million with over 32x growth in monthly revenue in the past 6 months. The company's expert network is now 2700+ experts strong which also includes premium experts with over 20+ years of experience. In addition, the company has also tied up with a top-tier B-school to enroll their aspirants into Academy+.



Trillbit: The company signed a contract with one of the major Fintech companies based out of Singapore to develop a stable coin-based wallet for Latin America and African countries. The vision behind the project is to increase the usage of cryptocurrency in countries where local currency is very volatile. Trillbit is using its core technology "data over sound" to enable proximity payments.

IVYCAMP

CORPORATE ENGAGEMENTS

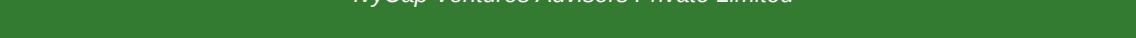
HDFC LIFE FUTURANCE PROGRAM- PHASE 3



IvyCamp in partnership with **HDFC Life** launched the **Futurance** to partner with startups to co-create targeted solutions and build next gen capabilities for HDFC Life. We have just concluded the third season of this program. We received over 300 startup applications, over 30 startups were selected presented in the preliminary round to HDFC Life, over 10 startups met the HDFC Life Senior Management Team. In our previous two seasons, 7 startups were selected for a PoC with HDFC Life. The final results for phase 3 will be announced shortly. Watch this section for more updates on Futurance.

PARTNER ENGAGEMENTS

Excited to be an ecosystem partner for YES BANK's 10-week accelerator program for women entrepreneurs- **Yes Essence Plus**.



WE WERE HERE

