

JM Financial PE leads Rs 95 cr investment in Silveredge Tech

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Synopsis

Silverpush provides advertising solutions to brands and media agencies using its proprietary AI platform. Silverpush currently has presence in over ten countries across South East Asia, Middle East, Africa, USA and India.



(Representative image)

JM Financial Private Equity has led the Rs 95 crore investment in Gurgaon-based **Silveredge Technologies**.

Investors such as Ashish Kacholia, Mirabilis Investment Trust and **Seven Hills Capital** also participated in the fund raise.

Proceeds from the investment will be used to accelerate global expansion plans of the company and augment its growth through inorganic opportunities, said a company statement.

This marks the closing of the fourth investment by JM Financial India Growth Fund III.

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Silverpush currently has presence in over ten countries across South East Asia, Middle East, Africa, USA and India.

"We are extremely bullish on the shift that we have been witnessing in the digital advertising space driven by increasing consumption of social media and video-based content. With the growing concern over data privacy, cookie-less solutions will grow and account for a larger share in the digital advertising budget," said **Siddharth Kothari**, Managing Director - Private Equity, JM Financial.

"This growth capital infusion and partnership with a fund like JM Financial Private Equity, will help us accelerate our current and future business expansion plans," said Hitesh Chawla, Founder and CEO, Silverpush.