

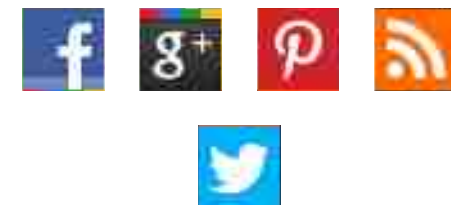
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Mumbai-Based AdStringO Software Raises \$350K From Indian Angel Network

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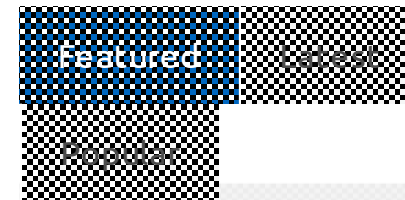
[AdStringO Software](#), a Mumbai-based mobile compression software maker, has raised \$350,000 (Rs 2.23 crore) in a round led by [Indian Angel Network's](#). A total of 40 angel investors with IAN invested the amount led by Arihant Patni, Vishal Khare and Viswanath Ramachandran.

The fresh funding raised will be used by the company to expand its operations.

Founded in 2014 by Chandrasekaran and Sankar Mahalingam, AdStringO's compression software helps field sales people easily on-board customers in rural areas. Field representatives can capture documents, images, audio and video and compress it by up to 96%,

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AdStringO claims to be World's fastest end-point mobile & web based Image, audio & video compression [technology](#) provider which enable organizations to release up to 96% of their existing storage capacity to achieve significant, permanent storage cost savings.

Currently, the firm is looking to raise \$3-5 million in pre-Series A round of funding to launch its B2C platform in September this year.

"We believe that AdStringO's potential is to revolutionise the digitisation and transmission of data on the mobile for the large rural market," Vishal Khare, lead IAN investor in AdStringO Software said.

IAN is a network of entrepreneurs and top executives of companies interested in investing in new ventures.

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