



PLATINUM SPONSORS



GOLD SPONSORS



You are here: ET Home > Small Biz > Startups

Search for News, Stock Quotes & NAV's

04:05 PM | 17 JUN EOD MARKET STATS

SENSEX 26,832.66 ▲ 146.15

NIFTY 8,091.55 ▲ 44.25

GOLD (MCX) (Rs/10g.) 26,876.00 ▼ -80.00

USD/INR 64.12 ▼ -0.14

MARKET DASHBOARD

CREATE PORTFOLIO

LIVE TV



Get started with the Business Plan Center

Our complimentary tools include:

- Learning Resources
- Business Plan Tool
- Competitive Intelligence

Learn More >>

Indian Angel Network invests \$350,000 in AdStringO Software

By ET Bureau | 12 Jun, 2015, 05.11AM IST

Post a Comment



READ MORE ON » Vishal Khare | Rural market | AdStringO Software

Ads by Google

Get a Toll Free Number

tollfreeforwarding.com/FreeTrial - Free Trial & Instant Activation Toll Free Numbers in 120+ Countries

BENGALURU: 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 Arihant Patni, Vishal Khare and Viswanath Ramachandran to expand



The Indian Angel Network (IAN) today said it has invested



operations.

Founded in 2014, 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%, without losing much quality. The technology works in low-bandwidth networks as well. The time taken to activate an account or pass a loan document has been reduced to merely four hours, which earlier used to take around one week to even one month, claimed the company.

\$350,000 (around Rs 2.2 crore) in AdStringO Software, a firm that helps companies acquire rural customers.

ET SPECIAL: Love visual aspect of news? Enjoy this exclusive slideshows treat!

"We understand the challenge that not only Indian companies but even eading global enterprises are facng to find inroads to the hinterland n India. Under the mentorship of some of the most experienced investors associated with the Indian Angel Network, we plan to quickly scale up and create a global proposition that can address this issue across levels," said CEO Mohan Chandrasekaran, who was earlier CTO at Reliance Capital.

"We believe that AdStringO's potential is to revolutionise the digitisation and transmission of data for the [rural market](#)," said Khare, lead IAN investor in AdStringO Software.

Stay on top of business news with The Economic Times App. [Download it Now!](#)   



Like Share

3,213,523 people like this. [Sign Up](#) to see what your friends like.



Most Read

Most Shared

Most Commented

[Top Indian talent in Silicon Valley moves back home to join star startups](#)

[How startups are getting funds from Ratan Tata with just a mail](#)

[Don't blame India if you can't hire good engineers, Flipkart's Sachin Bansal tells Snapdeal](#)

[From founders of Zomato to MockBank, Bain produces some of India's most exciting startup stars](#)

[Armed with Freecharge, Snapdeal rolls up sleeves to take on Paytm in India market](#)

[More »](#)

Not to be Missed

[US government goes tough on](#)



5 people recommend this. [Sign Up](#) to see what your friends recommend.

Promoted Stories

- [The Richest Woman in the World is Worth \\$41.7 Billion](#) Forbes
- [Getting to know Europe: Shedding Light on Attitudes & Behaviour](#) City University London
- [Behind the Scenes: Teens Build Car That Gets 1,359 Miles Per Gallon](#) Shell on YouTube
- [5 Manager Mistakes That Can Kill Employee Engagement](#) Insperity
- [This Is Why Business Is Moving to the Cloud](#) KPMG
- [Your 401k Isn't Growing as Fast as It Should - Here's Why](#) Mint.com

More from The Economic Times

- [Five mutual fund schemes which have returned an average of 20% every year](#) 08 Jun 2015
- [Rs 2 lakh penalty from next financial year for not answering tax...](#) 31 May 2015
- [Mercom predicts another strong year for solar power globally](#) 17 Jun 2015
- [Chelsea Clinton launches first report on the 'State of the World's Fathers'](#) 17 Jun 2015
- [India's fastest train completes final test run in record time](#) 03 Jun 2015
- [Volvo rolls out luxury hatchback V40 priced upto Rs 27.7 lakh](#) 17 Jun 2015

Recommended by

Invest In Oil Royalties

[royalties.patriotenergy.com](#) - Immediate Cash Flow Properties. Low Investment & Large Potential!

Ads by Google

READ MORE ON » [Vishal Khare](#) | [Rural market](#) | [AdStringO Software](#)

Follow this section for latest news on Startups

Like 63

Email

RSS

ET

Indian IT outsourcing; deals with Disney, Fossil under lens

ET

How Baba Ramdev has built a Rs 2,000 crore ayurvedic FMCG empire & plans to take on multinational giants

ET

Real estate market no longer a good investment for a household portfolio

ET

Now, KSRTC buses to get a bath from automatic washing machine

ET

Spectacular images: 51st Paris Air Show at Le Bourget airport

ET

Five reasons to buy an insurance policy online

ET

2015 Honda Jazz 1.5-litre diesel: First Drive Review

Have something to say? Post your comment

Comments are moderated and will be allowed if they are about the topic and not abusive.

Your comment

Characters remaining (1500)



Higher tax mop-up makes finance ministry seek spending hike; to use it for roads, shipping, agriculture



ET Markets Roundtable: Correction since late April has made many large caps attractive, say experts



2015 Honda Jazz vs Hyundai Elite i20 vs VW Polo vs Maruti Swift: Comparison

A crash is coming, and it may be terrific



Apache & Chinook: The attack helicopters US wants to sell to India



Make in India: Mahindra Group bags multi-million dollar aerospace deal with Airbus



Sushma Swaraj offered to quit but RSS sought she continued: Sources

ET

Is the cheapest term insurance the best?

ET

Deadly zoo animals roam free on Georgian streets after flood

ET

No urgency by Modi govt on bad loans: Christopher Wood

ET

Five steps to choosing the right insurance cover

ET

New data tool may access PAN-based info of citizens

ET

No need to cut a cheque for your insurance premium

ET

Three things you didn't know about insurance and taxation



After Bangladesh, Mamata-Modi bond over yoga



Infosys' CEO Vishal Sikka mulls changes to appraisal process, plans to reward rainmakers



Flipkart, Snapdeal may ink pact with India Post



Airbus A400M military jet takes part in Paris Air Show



Five best new smartphones under Rs 15,000



SunEdison scoops up Continuum's Wind in biggest clean energy buyout



Hotel chains like Taj, ITC go mobile first to woo new age customers



TCS and IBM lead race for Volvo's \$500 million IT contract



India may form JV with oil rich UAE, Kuwait

Get a Quote

Get Quote

Browse Companies

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | 1 2 3 4 5 6 7 8 9

Browse Mutual Funds

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

THE SALVATION ARMY
WHOSE LIFE WILL YOUR CLOTHES AND GOODS TRANSFORM?
SCHEDULE PICKUP

Home > Services > Live Market



Live Market



News



Portfolio



Mobile



Live TV



New sletter



Commodities



Speed



QnA



Blogs



Alerts

Other Times Group news sites

Times of India | इकनॉमिक टाइम्स
इकोनॉमिक्स टाइम्स | Mumbai Mirror
Times Now | Indiatimes
नवभारत टाइम्स | महाराष्ट्र टाइम्स
ಬಿಜಯ ಕರ್ನಾಟಕ | Lifehacker
Gizmodo | Eisamay | IGN India
NavGujarat Samay

Living and entertainment

Timescity | iDiva | Bollywood
Zoom | Healthmeup | Luxpresso
Technology | Guylife | Online
Songs | Travel Guides | Hotel
Reviews | Cricbuzz.com

Networking

itimes | Dating & Chat | Email
MensXP.com

Hot on the Web

Daily Horoscope | Weather in Delhi
Mumbai Map | Horoscope
Hotels in Delhi | Xiaomi Mobile
Phones

Services

Book print ads | Online shopping | Free SMS | Website
design | CRM | Tenders
Matrimonial | Ringtones | Astrology | Jobs | Property | Buy car | Bikes in
India
Used Cars | Online Deals | Restaurants in Delhi
Mumbai
Remit to India | Buy Mobiles | Listen Songs