

News, Start-Ups

# Indian Angel Network Invests \$350K in Data Compression Solution AdStringO

🕒 Posted Jun 11, 2015 8:15 pm by Rahul Punyani | [🐦 Punyanirahul](#)



big-data

**AdstringO**, a Mumbai based startup that has developed a data compression software specifically for mobile-based enterprises, has raised \$350K investment round led by IAN (Indian Angel Network) members Arihant Patni, Vishal Khare and Viswanath Ramachandran.

Founded in 2014, AdstringO claims that its product can compress the original image files up to 1/20 of original file size without losing quality and retain original file format.

Using its image compression tech, AdStringO can also compress audio and video files. For image compression, the startup charges Rs 1 per image and for audio or video compression, it charges Rs 5 per audio or video.

AdStringO compression algorithm makes it a smooth sailing task for enterprises to penetrate the rural market

by providing solutions that enable ease in the on-boarding & servicing of customers. Moreover, considering the low internet bandwidth in India's rural areas, AdStringO's solution goes a long way in ensuring that content loads speedily on mobile devices.

The company plans to use this freshly infused capital to strengthen the research and development team to discover other new useful possibilities. Furthermore, a part of this investment will be used to advertise its products and services.

Vishal Khare, lead IAN investor in AdStringO Software said –

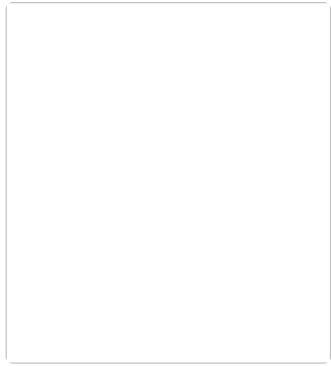
We believe that AdStringO's potential is to revolutionise the digitisation and transmission of data on the mobile for the large rural market.

AdStringO Software comes in right at a time when corporates are making attempts to go fully digital and tap into the most unexplored markets in rural India. In an attempt to digitalize the majority of rural India under Digital India initiative, data will be central element for this to happen. AdStringO's tool promises to save an ample amount of data storage.

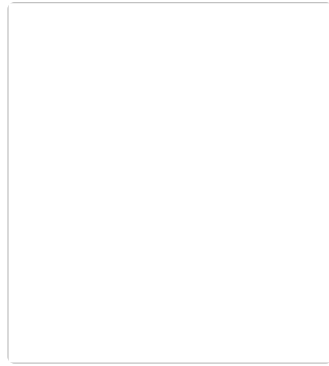
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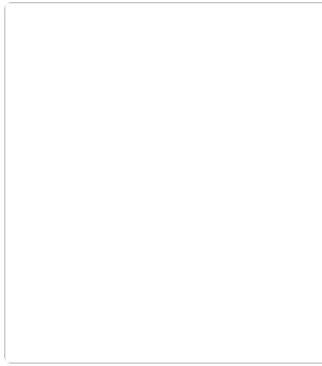
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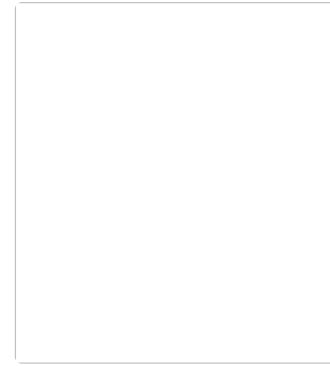
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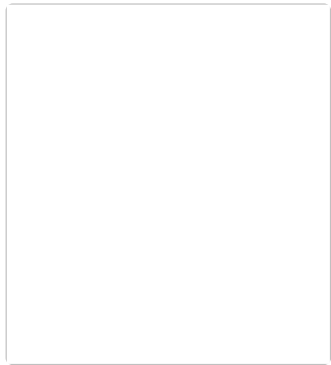
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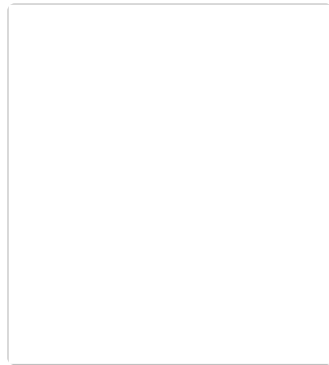
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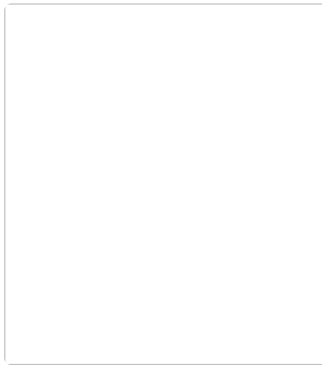
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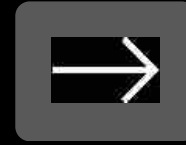
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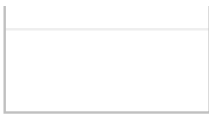
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