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Indian Angel Network invests USD 350,000 in AdStringO Software

Press Trust of India | Mumbai June 11, 2015 Last Updated at 17:42 IST

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The Indian Angel Network (IAN) today said it has invested USD 350,000 (around Rs 2.2 crore) in AdStringO Software, a firm that helps companies acquire rural customers.

The fundraising round was led by investor members of the network Arihant Patni, Vishal Khare and Viswanath

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AdStringO Software said.

Ramachandran, IAN said in a statement here.

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

AdStringO endpoint compression provides disruptive technology that helps enterprises penetrate the rural market on the existing infrastructure.

This will enable an ease in the onboarding and servicing of customers, the statement said.

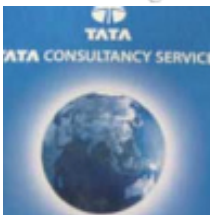
"We believe that AdStringO's potential is to revolutionise the digitisation and transmission of data on the mobile for the large rural market," Vishal Khare, lead IAN investor in

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