



17 JUNE 2015



HOME COMPANIES INDUSTRY POLITICS MONEY OPINION LOUNGE MULTIMEDIA CONSUMER SPECIALS

PEOPLE | RESULTS | MANAGEMENT

LIVE MARKETS

NGOS IN THE SPOTLIGHT

LATEST NEWS

Isro's GAGAN to provide navigational support to Railways

Micro lender Bandhan to launch bank on 23 August

HOME » COMPANIES

FIRST PUBLISHED: FRI, JUN 12 2015. 12 46 AM IST

AdStringO raises \$350,000 from Indian Angel Network

Firm will use the investment to strengthen its R&D team to further build on its technology solutions as well as on marketing its product

Swaraj Singh Dhanjal



15 2 53 Share 0 Comments

Subscribe to: Daily Newsletter Breaking News

Enter email

Editor's picks

Pramerica Asset Managers set to buy out Deutsche AMC for Rs400 crore

Just 928 households own 20% of India's wealth: BCG report

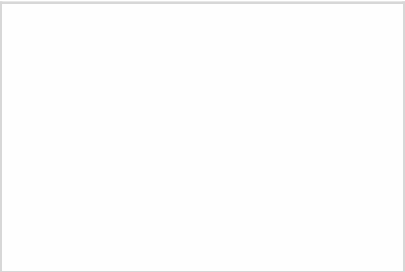
Is this the best time to buy a house?



The firm's growth plans includes expansion to other emerging countries. Photo: Mint

Mumbai: Indian Angel Network (IAN) on Thursday said that it has invested \$350,000 in Mumbai-based mobile compression software start-up AdStringO Software.

AdStringO provides data compression software that helps firms reach rural customers more effectively over mobile networks. The investment round was led by IAN investor members Arihant Patni, Vishal Khare and Viswanath Ramachandran.



Snapdeal may draw investments from Alibaba, Foxconn



GE bets big on India. Again.

AdStringO will use the investment to strengthen its research and development team to further build on its technology solutions as well as on marketing its product. The firm's growth plans includes expansion to other emerging countries.

“We believe that AdStringO's potential is to revolutionize the digitization and transmission of data on the mobile for the large rural market. Its innovative compression technology ensures high-quality data transmission from all categories of mobile devices,” said Khare, lead IAN investor in AdStringO.

AdStringO was co-founded in September 2014 by Mohan Chandrasekaran and Sankar Mahalingam. Chandrasekaran was previously chief technology officer at Reliance Capital Ltd.

According to Chandrasekaran, the firm has 10 customers across multiple sectors, including consumer packaged goods, banking, financial services and insurance. “We are working with clients such as L&T, Johnson & Johnson, Angel Broking, Electrolux and Haffale,” he said.

The product is currently only business-to-business, but the firm is working on a prototype for the business-to-consumer market and plans to launch it around September, said Chandrasekaran. The firm also plans to raise funds in a \$3-5 million Series A round then, he said.

Prior to the IAN round, the company raised a small angel round from angel investors Bharat Banka, Anoop Mathur and Sanjay Mehta. They have invested fresh capital in the firm as part of the IAN round.

15 2 53 0

f Share Comments

Subscribe to: Daily Newsletter Breaking News

SUBSCRIBE

ADSTRINGO INVESTMENT INDIAN ANGEL NETWORK MOHAN CHANDRASEKARAN TECHNOLOGY

MORE TOPICS: [ADSTRINGO](#) | [INVESTMENT](#) | [INDIAN ANGEL NETWORK](#) | [MOHAN CHANDRASEKARAN](#) | [TECHNOLOGY](#) |

FROM THE WEB

Sponsored Links by Taboola



1 Dirty Little Secret To Eliminate 15...

Low erMyBills



The Black Card That's Changing the Face of...

JustLuxe | Select



15 Strange Animal Hybrids You Never...

Rant Pets



4 in 5 Americans Are Ignoring...

The Motley Fool



14 Benefits Most Seniors Didn't Know...

New smax

MORE FROM THE WEB

- Looking for a New Dress? Check Out These Amazing Deals! (Zulily)
- 14 Benefits Most Seniors Didn't Know They Had (New smax)

- [The Black Card That's Changing the Face of NYC](#) (JustLuxe | Select)
- [15 Strange Animal Hybrids You Never Would've Thought Of](#) (Rant Pets)
- [1 Dirty Little Secret To Eliminate 15 Years Of Mortgage Payments](#) (LowerMyBills)
- [4 in 5 Americans Are Ignoring Buffett's Warning](#) (The Motley Fool)

- [Her Dress Dropped Jaws At The 2015 Met Gala](#) (StyleBistro)
- [Brilliant Mortgage Payoff Method Has Banks On Edge](#) (Comparisons.org)
- [Jim Cramer's Brilliant Tip on Paying Off Mortgage](#) (Bills.com)
- [23 Things You Should Never Say to a Food Allergy Parent](#) (Healthline.com)

Sponsored Links by Taboola

ALSO READ

[India Today vs Times Now—a battle for eyeballs](#)

[EC suspends National People's Party for not providing expense report](#)

[Mahindra Sona looks to raise Rs250 crore in PE funding](#)

[US FDA tells food industry to phase out artificial trans fats](#)

[BabyChakra raises funds for Android app, hiring](#)

0 Comments

Livemint

1 Log

 Recommend

 Share

Sort by New



Start the discussion...

Be the first to comment.

ALSO ON LIVEMINT

WHAT'S T

The sad circus playing out in Deccan

32 comments • a day ago

JA — The fundamental question is why are the some rascals who are hating Naidu not answering the basic question of how unjustly Hyderabad ...

Jaguar Land Rover sees first sales decline since India entry

3 comments • 17 hours ago

Arjun — They need to improve the after sales service, TATA attitude will not work in luxury segment

Hot, dry climate kept grass-eating dinosaurs out the tropics

1 comment • a day ago

catalinda8 — "with temperatures of about 600 degrees." -- Is that possible? Are they actually sayin the Earth was 600 degrees? Farenheit?

India rising, China slowing doesn't mean Narenc Modi wins

5 comments • 8 hours ago

rags — abhorrence The ease of doing business ran for 2015 is based on the time period June 2013-June 2014. You will only get to know if ease ...

 [Subscribe](#)

 [Add Disqus to your site](#)

[Privacy](#)



blog comments powered by [Disqus](#)

- Companies** : People | Results | Management
- Opinion** : Views | Online Views | Columns | Quick Edit | Blogs | Small Picture | Draw bridge
- Industry** : Financial Services | Manufacturing | Retail | Telecom | Infotech | HR | Energy
- Politics** : Policy | Infrastructure | Education | World | Reports | Agriculture | Human Development
- Consumer** : Marketing | Research | Personal Tech | Media | Advertising
- Lounge** : Lounge | Business of Life | Indulge
- Multimedia** : Slideshow s | Videos
- Money** : Personal Finance | Did You Know | Mint 50 | Mint Money Columns | Mark to Market | Markets | Ask Mint Money

[Subscribe](#) | [Contact Us](#) | [mint Code](#) | [Privacy policy](#) | [Terms of Use](#) | [Advertising](#) | [Mint Apps](#) | [About HT Media](#) | [Jobs](#)

Copyright © 2015 HT Media All Rights Reserved