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AdStringO secures \$350K funds from Indian Angel Network

INDI START UPS, START UPS, VC

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By Anjali Rastogi 0 390

8:05 pm June 12, 2015

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[AdStringO](#), software



company has secured \$350K funding from Angel Network. The seed funding is done by IAN investor members Vishal Khare, Arihant Patni and Vishwanath Ramchandran. AdStringO has successfully penetrated the rural market by providing solutions.

Its services ease the on-boarding & customer servicing. This has shown that they are improving their services

a lot.

The company will be using investment to strengthen the **R&D team** to find out new possibilities and develop new robust technology solutions and increase marketing awareness related to product.

AdString software comes at a time when corporate are targeting rural regions. With digital India has set a target to develop digital infrastructure covering whole rural India by 2019. This is taking place at time when India's rural market is getting ready to get Internet with 1G and 2G networks.

[Mohan Chandrasekaran](#), Co-founder and CEO, AdStringO Software said, "*We understand the challenge*

that not only Indian companies but even leading global enterprises are facing to find in-roads to the hinterland in India. Under the mentor-ship 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.”

[Mohan](#) and [Sankar Mahalingam](#)'s brainchild software has a critical role to provide disruptive technology for rural markets on its used infrastructure. Mohan had around 18 years of technology and SME experience in overseas and SMEs. He worked with [Reliance Capital](#) as CTO and was a CIO100 Indian and global Honoree.

Sankar has 12 years of experience in software development, architecture and support and they are mentored by senior leadership team and has worked for [Reliance life insurance](#) & [Reliance Capital](#).

Vishal Khare, lead IAN investor in its software commenting on funding said,

“Indian Angel Network, looks to great high growth ventures by bringing money, mentoring and market access. 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. Truly life changing.”

AdStringO's field representative are well trained for capturing images, audio & video using scanners, mobile phones & web Cam. It then compresses it to 1/10th the file size up to **90%** without losing aspect ratio and meta data to complete the business transactions promptly.

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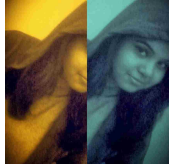
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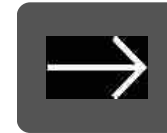
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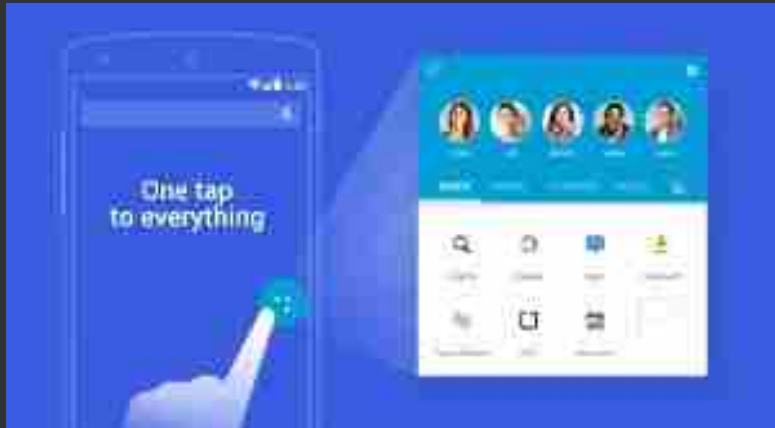
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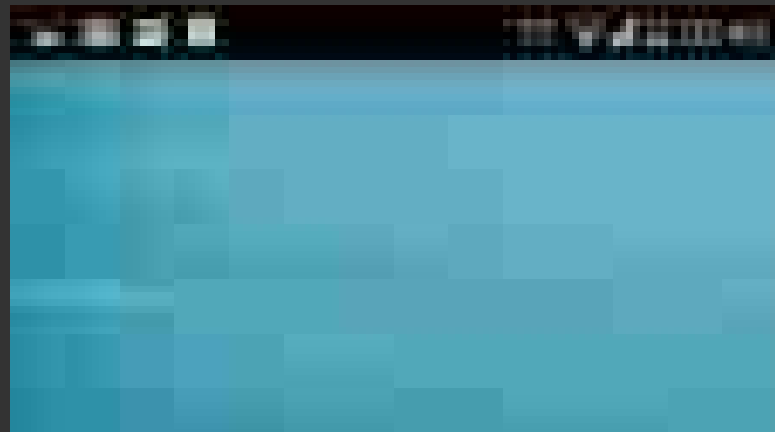
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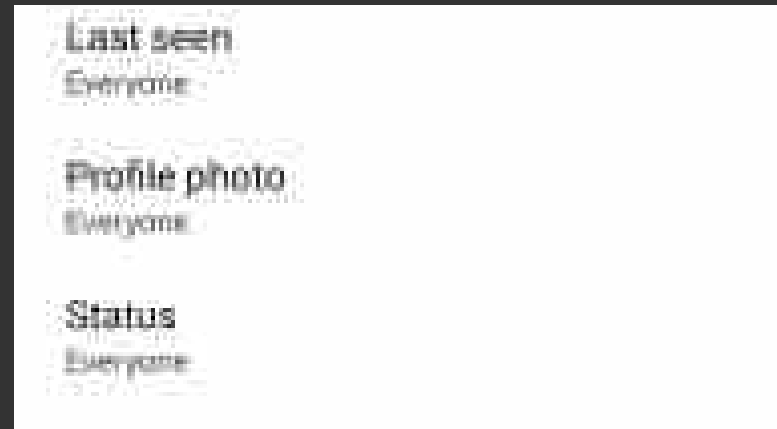


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