



Press release

Inventus Capital Partners and Ojas Ventrue Fund to invest US\$ 2million in mobile digital media company – Telibrahma Convergent Communications

Bangalore, September 23, 2008: Inventus Capital Partners and Ojas Venture Fund to invest US\$ 2 million round in Bangalore based company Telibrahma Convergent Communications Pvt., Ltd.,

Inventus had recently announced their US\$ 125 mn fund to invest in technology-powered companies that address high-growth global and local markets. Inventus was founded with a team of experienced venture investors including **Kanwal Rekhi**, celebrated entrepreneur and mentor. Samir Kumar (Inventus), and Pavan Krishnamurthy (Ojas) will join Telibrahma's board.

Telibrahma is an innovative mobile digital media company, focusing on building mobile media network and infrastructure in the country. Mobile Solutions from Telibrahma allows brands to deliver rich media content and facilitate brand and consumer engagement on the mobile handsets.

“We are confident that our deep operating experience, and mentoring of over a thousand entrepreneurs, will help us work closely with entrepreneurs and create a valuable company”, said **Kanwal Rekhi, co-founder, Inventus Capital Partners.**

Telibrahma is independent of mobile operators, has been operational from the year 2004 and reaches user's mobiles through its product BluFi (Bluetooth technology based product which helps deploy mobile media networks). Telibrahma has set up BluFi networks at leading shopping malls, retail stores, shopping streets and sporting stadiums across the country. Already in revenue stage, Telibrahma's customers include leading Indian brands across various product categories, entertainment industry, Government organizations etc.,

“We're delighted to have Inventus as an investor & mentor, especially given their track-record of helping create significant value for a number of entrepreneurs. Increased acceptance and customer adoption to our Bluetooth-based solutions, coupled with support from Inventus; we foresee an accelerating growth and consolidation of our position as a leading mobile digital media company in India,” said **Narasimha Suresh, co-founder and Chief Executive Officer of Telibrahma.**

With over 300 million mobile users in India and this number growing steadily at between 8-10 mn every month, Telibrahma's differentiated technology allows brands and content owners to reach consumers in a highly personalized and targeted fashion.

About Inventus Capital Partners:

Inventus supports ambitious entrepreneurs building the next generation technology powered companies, particularly software products, services, embedded software, consumer internet, semiconductor and mobile services companies. The Inventus principals have successfully invested in over 90 companies through multiple venture cycles since 1993. They typically lead the first significant round of financing and play active mentoring roles on company boards. To date they've supported entrepreneurs in building dozens of successful public companies or highly valued acquisitions, resulting in the creation of \$30 billion+ in aggregate wealth and market value for respective entrepreneur founders and shareholders. Inventus Capital Partners was formed with the support of the highest quality institutional investors and top-tier US venture firms including U.S. Venture Partners (USVP). For more information on Inventus Capital Partners, please visit: www.inventuscap.com

About Telibrahma Convergent Communications Pvt., Ltd.,

TELiBrahma is a leading mobile solutions company based at Bangalore, India. The company has patent pending products, experience in addressing complex technology problems to deliver simple to use solutions, ability to understand and adapt to customer requirements. We power solutions like mobile advertising, mobile search, payments, yellow pages, event management, and marketing strategies to some of the leading global brands. TELiBrahma has been recognized by NASSCOM and Red Herring for its innovation in the mobile computing space. To know more about the company log on to www.telibrahma.com

Media Contact

Chaitra Pallavi, M: 9880141717, chaitra@telibrahma.com