

What's-On-India raises Series-B funding

Intel Capital invests in What's-On-India, along with Sequoia Capital and Nexus VP

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What's-On-India, the Indian TV industry's official EPG company, has raised funding from a group of investors, including Intel Capital. What's-On-India's existing investors – Sequoia Capital and Nexus Venture Partners – also participated in the latest funding round. The investment is aimed at expanding the technology vertical into new and emerging technologies as well as strengthening the company's owned media portfolio.

What's-On-India is India's premier TV guidance company working with all major TV Networks and Operators. The company's vision is to enable TV content search, discovery and guidance across varied platforms and technologies. What's-On-India's Technology vertical runs India's largest multi-platform, multi-lingual, multi-device Electronic Program Guide (EPG) system that covers more than 550 TV Channels on the source side and powers EPGs into more than 20 million set-top-boxes and devices on the destination end.

The media vertical of the company runs the "What's-On-India" channel, that is currently available in more than 30 million households across DTH and Cable, besides other media assets such as portals, widgets and apps on Tablets, Mobile and Smart-TVs.

Atul Phadnis, Founder & Chief Executive Officer, What's-On-India said, "Over the last 3 years, What's-On-India has made tremendous advances both on the Technology front as well as the Media businesses. We are delighted to have Intel Capital as an investor in this journey given Intel's focus on smart TV and other technology areas."

"Smart TVs, digital set-top boxes and other IPTV devices are transforming the living room and changing the way people consume content. As these new gadgets get embraced, What's-On-India is well positioned, through their technology and content, to create compelling user experiences," said Sudheer Kuppam, MD, Asia Pacific, Intel Capital.

About What's-On-India

What's-On-India Media Private Limited is India's Premier TV Guidance and EPG Company. The company's Technology vertical powers EPG Metadata content from 500+ TV channels into more than 20 million Set-Top-Boxes and devices across Cable, Direct-To-Home, IPTV, MobileTV, Smart-TVs and Tablets. The company also runs the "What's-On-India", India's first TV Guidance channel that is currently available in more than 30 million households across DTH and Cable.

For more information on What's-On-India, visit www.whatsonindia.com.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 50 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

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