

Regional language short video platform ROPOSO raises USD 10 million from Tiger Global and Bertelsmann India Investments

Rebooted as TV By The People in August 2017, the platform has shown 75x growth in its daily active user base and has built a strong community of 25 million

Gurgaon, November 11, 2018: Indian short-video platform ROPOSO has secured \$10 million in its latest round of funding led by existing investors Tiger Global Management and Bertelsmann India Investments (BII). The company aims to leverage the capital infusion toward product technology, talent acquisition, and further expanding the 25 million Roposo community.

Available in several regional languages of India, video entertainment app Roposo - TV By The People has shown remarkable growth in the vernacular space with over 200,000 daily new users joining the platform from across the country. The app offers a seamless TV-like browsing experience with 25+ interest-based channels. Roposo has hyper-localised the digital space for users from pan-India with vernacular languages and advanced, high-quality video creation tools. The app currently boasts of 25 million users, 250,000 user-generated video posts, and 160 million video views in a day.

Speaking on the recent funding, Roposo CEO and Co-founder Mayank Bhangadia said, "We are growing at a phenomenal pace with our personalisation engine that caters to different types of audiences simultaneously. Celebrating the cultural diversity of India, we've constantly brought in unique innovations and enabled a monthly active user base of 7.5 million. At this rate, we are set to grow exponentially in the coming six months."

Rohit Sood, Principal, Bertelsmann India Investments said, "The company has scaled explosively over the past year but we are most excited about the management's focus on the quality of user engagement on the platform. We are confident that Roposo will soon be the leading video creation and consumption app for Bharath".

Roposo has extensive plans to enter the micro markets of India, and build up resources for an aggressive game in the coming months.

About Roposo

Roposo - TV by the People is a unique short-video platform, available in several regional Indian languages, where people create and share high quality short-length videos. The app offers a seamless browsing experience with 25+ user-generated channels. With its interesting post creation and editing tools, users can share their life, showcase their unrevealed talents, and voice their opinion on relevant issues in their native language.

The app currently boasts of 25 million users, 7.5 million user-generated posts and 4.8 billion video views a month. With over 200,000 daily new users joining the platform from across the nation, the venture has established itself as a niche player in the Indian digital space. A brand of Relevant E-solutions headquartered in Gurgaon, Roposo is the brainchild of three IIT Delhi alumni, Mayank Bhangadia, Avinash Saxena and Kaushal Shubhank. The platform is backed by Tiger Global, Bertelsmann India Investments and India Quotient.

About Bertelsmann India Investments

Bertelsmann India Investments (BII) is a venture capital fund of Bertelsmann, a media, services and education company that operates in about 50 countries around the world. BII focuses on series B and C stage investments in pioneering companies in the digital, education, media and services sectors. Since its official launch in 2012, BII has invested in 10+ companies including Saavn (music streaming service), Pepperfry (online furniture marketplace), iNurture (higher education services), Lendingkart (digital lending platform for SMEs) and most recently Eruditus and Emeritus (IVY league programs for working professionals). BII is part of Bertelsmann Investments, which houses the group's other corporate funds such as BAI (China), BDMI (US and Europe) and BBI (Brazil) and cumulatively has more than 170+ investments. Further information is available at www.biifund.com