

PRESS RELEASE

**Bertelsmann India Investments launches India's first growth-focused Podcast
'Building It Up with Bertelsmann'**

- Bertelsmann India Investments launches its Podcast '**Building It Up with Bertelsmann**' with the first three episodes, featuring **Deep Kalra** from MakeMyTrip, **Sanjeev Bikhchandani** from Info-Edge and **Shernaz Daver** from Google Ventures
- **Ankur Warikoo, Co-founder & CEO of Nearbuy.com** hosts the very first season of *Building It Up with Bertelsmann*
- This season features candid conversations on key growth-pangs of Indian start-ups and insights and how to solve for these

New Delhi, August 30, 2018: Bertelsmann India Investments (BII), the strategic investment arm of the Germany based Bertelsmann SE & Co KGaA, launched its first podcast '**Building It Up with Bertelsmann**' focusing on the growth-pangs of a start-up. The first season, hosted by **Ankur Warikoo** (Co-founder & CEO at nearbuy.com), features leaders of the start-up ecosystem from across the world sharing their experiences, learnings and various growth hacks. The podcast provides entrepreneurs and everyone associated & interested in India's startup story, interesting insights on how to scale-up a start-up from 10 to 100. BoringBrands is the exclusive Outreach Partner for Building It Up with Bertelsmann Podcast.

BII's podcast is in line with the company's efforts to invest in companies that have gained significant traction and are looking at scaling up their businesses- BII being the first fund in India to do so.

The podcast was launched with 3 episodes, featuring **Deep Kalra** (Founder & CEO of MakeMyTrip), **Sanjeev Bikhchandani** (Co-Founder, Info-Edge) and **Shernaz Daver** (Executive Advisor, Google Ventures) on key themes such as the need for compelling storytelling for startups, the journey to an IPO and finding the perfect product market fit.

The **first episode** with **Deep Kalra** deep dives into finding the perfect product-market fit while scaling up a business. Having built India's largest travel website, Deep shares key learnings from his journey in creating, growing and perfecting product in a market where people were not exposed to ecommerce.

The second episode features **Shernaz Daver** talking about the powerful role compelling narratives play in growing the brand as the company scales-up. From her experience from working with Netflix, Walmart, Udacity, Khan Academy, among others, Shernaz shared communication frameworks that apply to almost all business.

NASDAQ is probably more brutal as a market discusses **Sanjeev Bikhchandani** in the third episode of Building It Up with Bertelsmann. As the man behind India's first dotcom IPO, Sanjeev tells how to make go about making tough choices such as NSE or BSE vs. NASDAQ and growth vs. profitability, among several others.

Commenting on the release, Pankaj Makkar, Managing Director at Bertelsmann Investments India said, "At Bertelsmann, we believe in creativity, entrepreneurship and knowledge sharing being at the

heart of value creation. 'Building It Up with Bertelsmann' Podcast is a first of its kind initiative that focuses on entrepreneurship and growth-pangs of a Start-up. Through honest conversations around the nuances and subtleties of scaling-up a business, Building It Up will bring together the most respected voices of the start-up community onto a knowledge sharing platform and provide answers to some of the biggest challenges related to growth of a start-up."

Building It Up with Bertelsmann, an initiative of Bertelsmann India, is India's first business podcast that brings together key stakeholders from the start-up community including entrepreneurs, mentors, innovators, policymakers and more to share what goes behind taking a company from 10 to 100 and how to solve some of the biggest growth challenges.

About Bertelsmann India Investments

*Bertelsmann India Investments (BII) is the strategic investment arm of the Germany based **Bertelsmann SE & Co KGaA**, 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), Lending art (digital lending platform for SMEs) and Eruditus and Emeritus (IVY league programs for working professionals). BII is part of Bertelsmann Investments, which houses the group's corporate funds such as BAI (China), BDMI (the US and Europe) and BBI (Brazil) and cumulatively have more than 160+ investments. Further information is available at www.biifund.com.*

About Bertelsmann

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, and the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company has 119,000 employees and generated revenues of €17.2 billion in the 2017 financial year. Bertelsmann stands for entrepreneurship and creativity. This combination promotes first-class media content and innovative service solutions that inspire customers around the world. Further information: www.bertelsmann.com

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