

Indian Angel Network invests in Bangalore-based Vayavya Labs

The embedded software tool developer is IAN's 25th investment

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India's most complete player in the early stage entrepreneurial ecosystem, Indian Angel Network said today that it has invested US\$1 million in Vayavya Labs, an embedded software tool developer. This investment will help Vayavya expand its toolset suite for electronic systems level design, and strengthen its sales and marketing effort.

Co-promoted in 2006 by a team of four engineers with extensive industry expertise—RK Patil, CEO; Venugopal Kolathur, CTO; Uma Bondada, VP Engineering and Parag Naik, who along with RK Patil also serves on the Board--Vayavya Labs counts global Electronic Design Automation (EDA) Tool Vendors and large Systems Design Houses for its EDA adjunct tools to architect solutions.

By using Vayavya tools its customers can optimize time, effort and cost involved in Embedded Software Design & Development. Currently, Vayavya has about 20 engineers supporting this area. Vayavya Labs' software facilities in Belgaum and Bangalore are staffed with about 70 professionals.

“Vayavya tools play a pivotal role in adding value by cutting down development, testing and debugging time at customer end thereby meeting the goal for go- to-market,” said Indian Angel Network member Sharad Sharma.

Vayavya Labs, has established **the first automated device driver tool** that minimizes the system development, validation and migration cycle times significantly and helps user organisations make significant recurring savings in cost and time.

“In Vayavya Labs we found a differentiated business venture with a product that translates into savings for its customers. IAN is happy to play a role in this critical skill-starved area of the software industry,” says Vivek Raghavan, a member of Indian Angel Network who along with Sharad Sharma has been a mentor to Vayavya.

IAN investors invest in ventures that have uniquely differentiated propositions, high quality execution teams and large markets. In Vayavya, Indian Angel Network found passionate founders and a well-thought out, scalable model post

IAN mentoring. The niche product development plan that Vayavya is working on will make it a significant player in the growing IP led market.

With the Vayavya deal, Indian Angel Network's investments have now touched a landmark number of 25. Indian Angel Network comprises the who's who of successful Indian entrepreneurs and dynamic CEOs passionate about entrepreneurship and keen to leverage their strategic advice and large networks to build world class companies.

CEO RK Patil, who has an in-depth knowledge of the Embedded Software and extensive relationships with industry, said, **“Vayavya Labs aims to build a valuable Indian company in the System Design Tools and Services and leverage the Electronic Design Automation (EDA) space in the US.”**

Vayavya's Services Business is focused on providing integration services, design services and solutions around Digital TV, IPTV and Set Top Box domain.

Vayavya Labs, counts technology leaders --Trident, Synopsys, NDS and Electra Plc -- among its customers.

TiE Bangalore played the critical catalyst role of bringing IAN and Vayavya together.

Vayavya Labs has established key alliances and industry partnership with industry leaders, including ARM Connected Community, Cadence System Realisation Alliance and Microsoft Windows Embedded Partner.

Very few investments have been made in EDA/ESL technology space in India in the last two decades. Vayavya's development centre in Belgaum is perhaps the only in Electronic System Level Design technology to be located in a Tier-II city.

About Indian Angel Network

The Indian Angel Network is India's largest and only national network of business angels investing in start-ups, early stage ventures with a unique model of incubator. IAN today has an investor base of over 170 angels.

As a part of this Network built "By Entrepreneurs and For Entrepreneurs", investees can gain access to the vast business network of IAN's influential members, strategic direction, and operational guidance apart from financial investment which is critical for creating large, valuable companies. IAN has seen several exits with one of the recent ones giving 5x over 15 months. More details: www.indianangelnetwork.com

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