

Sequoia Capital invests \$5 m in Druva Software

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SEQUOIA Capital India, one of the largest venture capital and private equity funds in the country, led a \$5-million round of investment in Druva Software on Monday which also included angel investment by the Indian Angels Network. The two-year-old company builds software that protects corporate data on employee laptops, with development happening at its centre in Pune.

Technology products designed to be used by multiple customers is emerging as a prime area of interest for venture investors in India. Roughly half of the \$475 million invested by venture capitalists in 2009 went to information technology companies. In the period up to March 2010 a total of \$ 70 million was invested in companies that build technology products, according to Venture Intelligence, a research firm.

"To build a \$1 million revenue base in a segment like IT services is a long process, but with one robust product a technology company can aim for a four of five fold in-

crease in revenues in a short span," says Shailendra Singh, managing director Sequoia Capital India Advisors who feels the ability to scale quickly is one of the factors that make IT product companies attractive to venture investors.

Druva Software which has built up a client base of 250 companies across 23 countries has until now marketed its product on the web. "We will use this round of investment to build sales and marketing teams across Europe and the United States," said Jaspreet Singh, co-founder and chief executive officer of the company which currently offers two products Druva In sync and Druva Phoenix for corporate users .

Research firm Gartner estimates that nearly 38% of corporate data now lies on laptops used by employees, a niche that Druva Software is focusing on. "By removing duplication in communication data like emails, we are able to cut down data size by nearly 95% making storage a simple process for companies," says Mr Singh, who is part of the three member founding team at Druva Software.