

Maple Capital Advisors and India Angel Network lead pre-Series A round of funding in MaxWholesale

Maple Capital Advisors

MAXWHOLESALE

**Pre Series A Placement
In
MaxWholesale**

**By
Maple Capital Advisors**

June 2017

Investor

MaxWholesale

MaxWholesale, owned by 99 Algorithms Pvt. Ltd, is a data-driven B2B Commerce and Supply Chain Platform. It was founded in April 2016 by Samarth Agrawal and Rohit Narang. The startup supplies products directly from companies to mom-and-pop stores across the country which helps companies reduce inventory lead time and improve profitability. Some of its partner companies are Patanjali, Hindustan Unilever Ltd and Cadbury. It has tie ups with over a 1,000 mom-and-pop stores in Delhi. It uses data science-based tools and real-time optimization algorithms which reduces distribution cost for companies and increase the return on investment for mom-and-pop stores. The MaxWholesale app is available on PlayStore for Android users and iTunes for Apple iOS users.

Maple Capital Advisors Private Limited

Maple Capital Advisors is a boutique investment bank established in 2010 by professionals from Rabobank and Grant Thornton, specializing in the Indian Mid Market owner managed companies and India oriented Cross border deal space. Key focus areas include;

Mergers & Acquisitions - Focusing on both sell and buy side, Joint Ventures, Alliances, Partnerships , we cover domestic and cross border markets with sectoral focus on Consumer, Consumer Technology, Manufacturing & Business Services

Accelerator – Engaging with high potential early stage businesses to unlock value
Private Equity - Working closely with PE funds and Advising on induction of equity or like instruments

Leverage Capital - Advising on structured debt spectrum covering, acquisition financing, convertibles, special situations

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B2B FMCG E-commerce