

**Ref: 286264**

# Acquisition Search: MadTech & AdTech Technologies

## About the Acquirer

- XNSE-listed;
- Developer and operator of technology platforms for digital marketing, advertising and monetisation;
- Offers access to tools, AI, machine learning and advanced analytics to optimise business performance;
- Serves brands, digital marketing companies, advertising agencies and digital publishers;
- Headquartered in India;
- Operates across India, the US, the UK and the Middle East.

## Acquisition Criteria

- Digital and online marketing intermediaries;
- Operating as a marketplace, cloud platform or AdExchange for digital advertising or as media buying and selling agency;
- Preference for the use of AI, machine learning and programmatic advertising technologies;
- Located globally;
- Turnover between US\$5m-US\$20m.

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