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Iron Pillar announces an investment in SEDEMAC

SEDEMAC is a leading provider of IP-led powertrain controls

Mumbai—Iron Pillar, an India focused venture growth investor, is pleased to announce an investment in SEDEMAC (Sedemac Mechatronics Private Limited), a technology company that builds innovative and reliable controls for engines and powertrains. This is Iron Pillar’s fourth investment from its maiden fund and fits well with its strategy of backing pioneering companies who are also proven leaders in their market segments.

Shashikanth Suryanarayanan, Chairman of SEDEMAC, said “Our vision is to be a globally respected controls company that has the gumption and ability to build first-in-the-world technologies that are used widely. We are well and truly on our way towards realizing our vision by establishing ourselves as a key entity shaping controls for small powertrains—100 million of which are produced each year globally including 20 million 2-wheelers in India. We are delighted with Iron Pillar's backing of our story at a time when we are looking to grow substantially not just in India but around the world.”

Harish Hulyalkar, Partner at Iron Pillar, added “SEDEMAC is a truly unique Indian company, incubated in IIT-Bombay, which has consistently built new IP-led technologies for automotive OEMs and engine manufacturers. We are very excited to partner with SEDEMAC in the next phase of their growth journey, as they further extend their solutions to Indian and international customers, and deliver innovation to the world in the arena of powertrain controls.”

About SEDEMAC

SEDEMAC builds innovative powertrain control technologies that are deployed through a combination of large volume manufacturing of electronic controllers and long-term relationships with major OEMs/Tier-1s. The company has a special focus on controls for small powertrains both for the on-road and off-road markets where its solutions have been deployed on millions of 2-wheelers and hundreds of thousands of generators. SEDEMAC's long term bets tend to be aligned with the global story of reduced emissions, improved fuel economy, electrification and



improved user experience. The company's immediate interest is in the disruption of the starter motor industry, beginning with 2-wheelers, through its Sensorless Integrated Starter Generator (ISG) technology. Additional information is available at <http://www.sedemac.com>

About Iron Pillar

Iron Pillar is a venture growth investor specializing in mid stage technology companies in India. We provide growth capital to proven businesses in the enterprise and consumer tech sectors, focusing on Series B, C and D capital raises, as lead investors. The 6-member Iron Pillar founding team brings 120 years of combined experience with directly relevant skill sets in venture investing, M&A/IPOs/Exits, operations and technology. Our team is complemented by a renowned panel of advisors from the global technology industry. We leverage our collective experience and networks in India, the U.S., China and Europe to actively partner with entrepreneurs who are poised to scale their technology businesses. Additional information is available at <https://ironpillarfund.com>.

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