



Iron Pillar Fact Sheet

Iron Pillar is a venture growth investor specializing in mid-stage technology companies “Built from India”. Founded in January 2016, Iron Pillar provides growth capital and active help in global business expansion to companies in the enterprise and consumer technology sectors. The Fund backs founding teams who want to create \$1B+ enterprise value companies that are built to last.

Iron Pillar has built a unique and formal network of 28 senior global tech founders, executives and academics who assist Iron Pillar portfolio companies and partners by providing instrumental domain specific knowledge, access to customers and connections for M&A etc. Members of The Iron Pillar Network include Ashish Jain - SVP of Finance at Careem, Cyrus Wadia – Chief Sustainability Officer at Amazon, Dan Decasper – VP of Engineering at Google, Kartik Hosanagar – Professor at the Wharton School at University of Pennsylvania, Lars Nilsson – VP Global Sales Development at Snowflake, Sandeep Johri – CEO of Tricentis, Vijay Sundaram – Chief Strategy Officer at Zoho amongst others.

Additional information is available at <https://ironpillarfund.com>.

Funding information

Iron Pillar closed its Fund I at USD 90 million in October 2018. The Fund’s investors include a diversified group of institutions, sovereigns, family offices and technology entrepreneurs from the U.S., Europe, Middle East, India and rest of Asia. Fund I has already made eight investments, with a strong portfolio performance till date. Fund I has also had its first successful exit in December 2019, when NowFloats was acquired by Reliance Jio.

Iron Pillar closed its Top Up Fund at USD 48 million in May 2020. The Top Up Fund provided Iron Pillar with additional capital to back specific Fund I portfolio companies – FreshToHome, Servify and Uniphore, that are continuing their strong business performance.

Following the success of the initial two funds as above, Iron Pillar Fund II has already closed significant amount of capital and have started making investments. More details of Iron Pillar Fund II will be revealed to media after the regulatory quite period.



Iron Pillar Portfolio Companies



- #1 Omni-channel fresh fish and meat brand in India. In the process of expanding into other fresh grocery categories. Unique IP around optimizing supply chain/sourcing
- TAM: \$368 billion
- Raised the largest Series C consumer funding round in India (\$121M)



- Global leader in AI driven speech solutions in 100+ languages
- TAM: \$350 billion customer service industry
- Raised \$140M Series D



- Technology platform to meaningfully improve insurance and warranty service experience across product categories, starting with electronic devices
- TAM: \$40 billion+ globally



- AI powered solution to help enterprises rapidly achieve continuous and autonomous cloud governance at scale
- TAM: \$260+ billion in 2020 and expected to grow to \$335+ billion



- Cloud-based food and beverage company with the purpose of making honest foods that customers love, keeping the nutrition needs of its customers in mind.
- TAM: \$65B growing at 9% per annum



- Online education company providing high quality content for engineering disciplines (mechanical, civil, electrical and computer science) with a unique, project-based approach and partnerships with industry grade software providers for advanced technical learning
- TAM: \$12 billion by FY 2025



- Conversational AI and low-code/no-code visual automation platform to automate enterprise tasks for customer journeys across channels
- TAM: \$20+ billion



- Jiffy.ai is accelerating human-machine collaboration with a low-code app-based automation suite. It Provides enterprises a one-stop, easy-to-deploy platform that automates and improves complex business processes with ease.
- TAM: \$20+ billion



IRON PILLAR



- Cloud-based platform for automotive manufacturers to provide remote software upgrades and fixes, replacing the need for expensive physical servicing
- TAM: Software recalls result in \$8B+ of annual expenses for OEMs



- #1 Omni-channel jewellery brand in India
- TAM: \$63 billion



- Platform that provides government exam preparation training. Users can learn new concepts, attempt numerous mock tests to compare their preparation level with thousands of fellow aspirants and improve their performance using relevant analytics.
- TAM: \$7 billion+ in India



- Leader in innovative and reliable automotive powertrain control products, especially for two wheelers and small engines. Granted IP around Integrated Starter Generator (ISG)
- TAM: ~\$1 billion for ISG motors in India and a much larger global market



- Biopharmaceuticals platform to develop novel anti-microbial resistant antibiotics, initially for dermatology applications
- TAM: \$2 billion for severe acne in US



- SaaS platform that enables SMBs to get an online presence, get discovered and facilitates e-commerce
- TAM: \$3 billion (10 million digital ready SMBs in India)
- Successful exit – sold to Reliance



Media Contact

Anand Prasanna, Managing Partner

Before co-founding Iron Pillar, Anand led the Asia office for Morgan Creek in Shanghai where he had a first-hand view of the rising tide of technology companies in China. Prior to Morgan Creek, Anand had investing stints at Squadron Capital, Hong Kong and Sequoia Capital, Bangalore where he backed technology businesses and venture funds in India as well as South East Asia and Australia. Anand worked with McKinsey & Co. in their India office before starting his investing career.

Anand led the investments in FreshToHome, Servify and NowFloats for Iron Pillar.

Anand earned a PGDBM at Fore School of Management and a BBA at University of Kerala.

Mohanjit Jolly, Partner

Before co-founding Iron Pillar, Mohanjit served as a Partner at Draper Fisher Jurvetson for 9 years, establishing their India operations, overseeing the India venture portfolio and coordinating business development efforts with Fortune 500 companies for DFJ's global portfolio. Prior to this, he was a Partner at Garage Technology Ventures, a Silicon Valley seed stage VC firm. His early years in California and Boston saw him help launch ViaSpace, a technology incubator in conjunction with Caltech and JPL and Intel Play, a JV between Mattel and Intel. He also worked at Itek Optical Systems, a manufacturer of high-resolution reconnaissance systems.

Mohanjit led the investments in Corestack, Uniphore, Ushur and Vyome for Iron Pillar.

Mohanjit holds an MBA from The Anderson School at UCLA and a BS & MS, Aeronautics and Astronautics from MIT.

Ashok Ananthkrishnan, Partner

Before co-founding Iron Pillar, Ashok was a serial entrepreneur, having cofounded Brand Consulting firm Vertebrand in 1999 and online taxi aggregation company Taxiguide in 2011. He has also built SME and Mid Corporate businesses from scratch for ICICI Bank and DBS Bank in India.

Ashok co-led the investment in FreshToHome and works closely on BlueStone for Iron Pillar.

Ashok holds a PGDBA from ICFAI Business School, CFA from ICFAI and a First Class with Distinction in Bachelor of Engineering (Mechanical) from Bangalore University.