

Iron Pillar Invests In Jiffy's USD 53 million Series B Funding

Palo Alto/Bangalore, March 9, 2022: **Iron Pillar**, a venture growth investor backing global technology companies building products from India, today announced its investment in Jiffy.ai, the no-code, hyper-apps-based intelligent business process automation company based in Silicon Valley with product development in Bangalore and Trivandrum. Iron Pillar invested as part of the company's \$53M Series B financing. This is the fifth investment from Iron Pillar Fund II, targeting growth stage cloud software companies. Iron Pillar is also an investor in well-known SaaS / cloud software companies like Uniphore, Servify, Ushur and CoreStack.

Jiffy's Series B was led by Eight Roads with participation from existing investor, Nexus Venture Partners, among others. This is Babu Sivadasan's third entrepreneurial venture and therefore Jiffy had interest from multiple investors. The company and its Board decided to partner with Iron Pillar in large part due to the firm's global presence and access to potential partners, customers and talent for Jiffy in key geographies.

Jiffy's cloud-native platform combines artificial intelligence, machine learning, cognitive document processing, natural-language processing and no-code workflow and analytics to deliver an end-to-end business process automation solutions across multiple verticals including media and telecommunications, financial services and travel, among others. Jiffy's comprehensive automation and analytics solutions have won the company accolades from IDC, Gartner and SoftwareReviews. Jiffy has delivered quantifiable operational efficiency and effectiveness for marquis customers including several Fortune 500 clients through its Automate, Innovate and Hyperapps products lines.

"We're thrilled to have Iron Pillar partner with Jiffy as we look to bring cloud-native intelligent enterprise automation to the next level," said **Jiffy CEO and co-founder Babu Sivadasan**. "this over-subscribed round is a further validation that the market for enterprise process automation is massive, and that Jiffy has a unique approach to business transformation that has been validated by some of the largest and most respected companies in the world."

Mohanjit Jolly, Partner at Iron Pillar, added "The Iron Pillar team is delighted and humbled to be investing in Jiffy, and joining a remarkable team and co-investors in helping build the leader in next generation intelligent enterprise process automation. Jiffy has combined the ease of building enterprise workflows with the power of AI, ML, IDP and other core technologies to deliver a powerful, comprehensive solution. It is not surprising that senior executives from Jiffy's enterprise customers have invested in the round as well. We, at Iron Pillar, are excited to be a part of Jiffy's journey to become the leader in next generation RPA".

About Jiffy

Founded with the mission to radically change how enterprises automate complex business processes, JIFFY.ai puts the power of real-time innovation in business users' hands. JIFFY.ai delivers HyperApps – pre-packaged and true end-to-end automation applications that are reusable and extensible across an entire enterprise – on their JIFFY.ai AUTOMATE cognitive automation platform that includes capabilities ranging from intelligent document processing and natural language processing capabilities to RPA and Low Code/No Code development. To learn more, visit online at jiffy.ai

About Iron Pillar

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

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