

MEDIA RELEASE



Samara makes complete exit from Cogencis in a strategic transaction

Mumbai, 21 January 2021 – Samara Capital, a leading mid-market buyout focused fund announced today that it had completed the sale of its entire controlling stake in Cogencis Information Services Ltd to NSE Data and Analytics Ltd. (NSE Data), a 100% subsidiary of National Stock Exchange of India Limited (NSE).

Founded by Pankaj Aher and K Kalyanram in 2007, Cogencis is India's leading real-time market data terminal company, with a prominent customer base covering almost all banking and financial services companies in the country.

Samara Capital had acquired the stake from Network18 group in 2012 as its maiden control transaction from its Fund I and had backed the founder and co-founder to continue as management. During Samara's ownership, Cogencis branched into the international markets with the core product and diversified product offering to include products for the credit function of BFSI customers.

Apart from sale of the core business to NSE Data and Analytics, the news department of Cogencis has been sold to Informist Media Private Ltd and the Credit business of Cogencis has been sold to Informist Data and Analytics. Cogencis has entered into a five-year exclusive commercial arrangement with Informist Media to source the news for the Cogencis WorkStation, ensuring continuity of service to customers.

Said Paurush Roy, Managing Director at Samara: "We are extremely pleased to secure a strategic exit for our first control transaction. Control transaction in the mid-market space have unique challenges and this exit reflects on our firm's strong capabilities in this market. We are excited at the prospects for Cogencis under the ownership of NSE Data"

Continued Anchit Gupta, Managing Director at Samara: "We backed Pankaj to continue his journey of being an entrepreneurial-minded chief executive and are glad to see NSE Data continue in the same vein leading to the best outcome for the customers, employees and service providers of Cogencis"

About Samara Capital

Samara Capital is one of India's leading mid-market private equity firms with strong operating capabilities. Samara invests in Emerging Indian Companies (EICs), businesses that have the potential for rapid growth and transformation. Samara values the importance of building trust in all their business relationships with emphasis on medium to long term value creation, nimbleness, agility while running the businesses that they invest in. Key sectors of interest are consumer / retail; healthcare/pharma; financials & business services/technology. Further information is available at <https://samaracapital.com/>