

# Sequoia Capital India Participates in \$90M Series A Financing of Arta Finance

Client News

November 9, 2022

Gunderson Dettmer represented client Sequoia Capital India as an investor in the \$90 million Series A financing of Arta Finance, a California-based digital family office. Other notable investors included Ribbit Capital, Coatue, and over 140 tech and finance entrepreneurs, such as Betsy Cohen, Eric Schmidt and Ram Shriram. Founded by a team of former Google executives and researchers, Arta aims to provide access, connections and investment opportunities exclusive to the ultra-wealthy to millions globally.

In the [announcement of the transaction](#), CEO and Co-Founder of Arta Finance Caesar Sengupta said, “Everyone should have a chance to take charge of their financial life in the same way that wealthier and financially savvy people do. So we’re doing this the way we know best — by breaking down barriers to sophisticated finance with technology.”

The Gunderson Dettmer deal team was led by Jonathan Pentzien and included Benjamin Teo and Cheryl Lau.

Companies:

[Arta Finance](#)  
[Sequoia Capital India](#)

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