

Prosus Ventures Co-Leads \$87M Series B Financing of Ula

Client News

October 4, 2021

Gunderson Dettmer represented client Prosus Ventures, a venture capital firm investing in internet and technology companies, as it co-led the \$87 million Series B financing of Ula, an Indonesian B2B ecommerce marketplace. Prosus Ventures was joined by Tencent and B Capital. The round brings Ula's total funding to \$117.5 million.

In the [announcement of the transaction](#), CEO and co-founder at Ula Nipun Mehra said, "We launched in 2020 with a single-minded mission to empower small, neighborhood retailers with technology to increase their income. We take a long-term approach to solve the underlying problems of traditional retailers by investing in technology, supply chain and data-enabled credit offering."

The Gunderson deal team was led by Jonathan Pentzien, and included Jolyn Ang, Soo Guo Kai, and Cheryl Lau.

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