

Yellow.ai Raises \$78M Series C Financing

Client News

August 11, 2021

Gunderson Dettmer represented Yellow.ai, a conversational AI platform provider, in its \$78 million Series C co-led by WestBridge Capital and Sapphire Ventures, with participation from Lightspeed Venture Partners, Lightspeed India Partners and Salesforce Ventures. The new funding will go toward both developing its existing technology and establishing a presence in the U.S., adding 70 employees to its workforce of over 500.

Yellow.ai's natural language understanding engine, which trains on billions of sales, marketing, and employee engagement conversations each month, leverages intent to guide customers to convert. Using its AI-powered virtual assistants, Yellow.ai says companies can resolve queries in over 100 languages and across more than 35 text and voice channels. The platform tracks trends and analyzes sentiment to help brands understand customer needs, offering resolutions to support user experiences and handing off to live agents when necessary.

In the announcement of the transaction, Yellow.ai CEO Raghu Ravinutala said, "Our growth is driven by continuous product innovation [and the] latest implementations, such as deepening multilingual voice bot capabilities, expanding enterprise integrations, and launching a developer marketplace for virtual assistants. We have been rapidly expanding our footprint across the U.S., Europe, Latin America, Middle East, and Asia-Pacific regions."

The Gunderson deal team comprised of Jonathan Pentzien, David He, Soo Guo Kai and Cheryl Lau.

Companies:

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