

GudangAda Announced a Series B Led by Asia Partners

Client News

July 28, 2021

Gunderson Dettmer represented Asia Partners in the Series B financing round for GudangAda.

In the announcement, the round was led by Asia Partners and Falcon Edge, with participation from Sequoia Capital India, Alpha JWC and Wavemaker Partners. The Jakarta-based marketplace brings wholesalers closer to retail stores and other buyers through more efficient business transactions.

Falcon Edge co-founder Navroz D. Udawadia said, “GudangAda is definitively the largest SME e-commerce marketplace in Indonesia with best-in-class metrics. Our research and conversations with stakeholders (principals, wholesalers and retailers) has given us confidence on GudangAda’s distinctive ROI and value addition to the entire ecosystem.”

The Gunderson deal team comprised of Jonathan Pentzien, Jolyn Ang, Kinnari Sahita and Cheryl Lau.

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