Media Release

Kotak Securities invests in Deep Tech Startup Company - VuNet Systems

Mumbai, 23 January 2025: Kotak Securities Limited (KSL) today announced its investment in VuNet Systems, a deep tech startup specializing in 'Observability for Business Journeys'. Pravega Ventures led the ₹60 crore Series B funding round, with participation from Kotak Securities and existing investors Mela Ventures, Athera Venture Partners, Dallas Venture Capital, and TVS Capital Funds. Kotak Securities has made this investment as part of its Startup Investments and Engagement Initiative.

VuNet's platform provides deep observability into IT and digital ecosystems, linking IT performance to business impact. This unifies business, product, and IT teams, enhancing transparency and accountability. Several large financial institutions use VuNet's platform for real-time visibility into diverse business journeys, including payments, lending, capital markets, and other critical processes.

Kotak Securities' Startup Engagement and Investments initiative fosters entrepreneurship by investing in startups poised to transform the digital landscape for financial institutions. The company also provides mentoring and incubation to technology and fintech startups catering to the Indian capital markets.

Shripal Shah, MD & CEO, Kotak Securities, said, "Kotak Securities is a firm believer in the growing potential of technology and AI-driven capabilities. VuNet's proven track record of delivering real-time visibility and actionable insights using its deep tech-based full-stack platform underscores the importance of operational and tech resilience in the digital world. Kotak Securities is thrilled to support VuNet's journey as the company expands globally and redefines observability for the financial services sector."

Ashwin Ramachandran, Co-founder and CEO of VuNet Systems said, "This funding milestone marks an exciting step forward as we expand globally and pioneer a new category of business journey observability. By further integrating advanced AI, including GenAI, across all workflows of our platform—from data ingestion to actionable recommendations—we are enabling clients to gain deeper insights and deliver superior customer experiences. We are grateful for the trust and support of our investors as we take this transformative leap."

About Kotak Securities
Kotak Securities Limited (KSL), a subsidiary of Kotak Mahindra Bank, is a full-service stock broking firms catering to retail and institutional investors across all segments of the capital market. Through a tie-up with partner brokers, the company also provides direct access to the US markets. Supported by a strong research team, robust digital trading platform, large branch network & franchisee base, and referral coordinators spread across Kona of India, KSL processes lakhs of secondary market trades every day. As of 31^{st} December, 2024, KSL has a national footprint of 156 branches, 1,196 franchisees and satellite offices across 343 cities in India serving 54.84 lakh active client base. KSL provides a wide array of investment options in equities, derivatives (equities, commodities, currency). It also offers depository services and third-party products like insurance and mutual funds.

For more information, please visit: https://www.kotaksecurities.com

About VuNet Systems

VuNet's Business Observability platform, vuSmartMaps™ is next-generation full stack observability solution built using big data and machine learning in innovative ways to monitor business journeys and improve payment experience of users. Using a unique business-centric AI approach, the platform is helping the largest Banks, Payment Gateways and financial institutions to improve their digital payments workflow and deliver a superior customer experience.

For more information, please visit: https://vunetsystems.com/

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