

Monday, 21 December 2015 15:41

ARA, Agama on Freshdesk's buy

By: Harleen Kaur

ARA Law acted for customer support firm Freshdesk in its acquisition of Konotor, a mobile based user engagement platform developed by software company Demach who were advised by Agama law Associates.

ARA Bengaluru partner Avik Karmakar acted for Freshdesk.

Agama Mumbai partner Archana Balasubramanian led the team for Demach.

Konotor, founded in 2012 by Srikrishnan Ganesan, Deepak Balasubramanyam and Vignesh Girishankar claims to serve more than 40 million users through its app and boasts of customers including Zomato, BankBazaar.com and food-delivery service Faasos reported *Mint*. Konotor will continue to exist independently and serve its existing customers after the deal, it was reported.

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