

PivotRoots raises Series A funding from Dubai based KCP Capital

[PivotRoots](#), a data-driven and technology-led digital marketing agency, raised an undisclosed amount in their Series A investment led by KCP Capital. According to the company, the funds will be used to build proprietary technology assets and increase the international presence over the next 12 – 18 months.

Set up in 2016 and headed by Shibu Shivanandan along with Hetal Khalsa and Dhruvi Joshi, PivotRoots has seen a rapidly growing roster of clients in the last two years which includes marquee names like Amazon Prime Video, ICICI Bank, Pidilite, Disney and Swiggy among others. [“We want to be the fastest growing Martech agency,”](#) said Shibu, Managing Director. “Our growth has been exponential over the last two years and we believe that pioneering Martech is the way forward in the digital hemisphere. The fundraising will help us accelerate investment in the technology team that will work on automation tools and Machine Learning based solutions to help us continue growing faster. The fund will help us expand internationally in fast growing markets especially in the south east Asia apart from Middle East where we have a small presence.”



Kamal Tayara – Founder and Managing Partner of KCP Capital said “We are very excited to partner with Pivotroots; they are one of the most passionate and fantastic bunch of people I have come across. Their vision is clear and they have the drive to grow”

KCP Capital is a principal investor in high-growth industries with major focus on emerging markets. Headquartered in Dubai, KCP Capital has a comprehensive background in the field of Telecom, Real Estate, Technology, and Retail, and are known to excel in helping partners build sustainable businesses.

The startup provides data and technology-led digital marketing solutions to enterprises. Its services include strategic planning and consultation; search engine optimisation and marketing; social media, content, affiliate mobile and experimental marketing, data analytics and measurements and app development.

The company was founded in 2016 by Shibu Shivanandan, Hetal Khalsa and Dhruvi Joshi. Shivanandan was the co-founder of performance marketing company Resultrix, which was acquired by Publicis Groupe; Khalsa was previously the creative head at Resultrix; and Joshi worked with Performics in the past.

[Sparrow Business Solutions LLP](#), a boutique corporate finance firm acted as the exclusive advisors to PivotRoots and KCP Capital on the deal.

Sparrow Advisory serves clients in India, Thailand, Indonesia, Malaysia, Singapore and Sri Lanka across sectors including Auto Components, Water Treatment, Telematics, Consumer Goods, Fitness Industry and Data Analytics. Key service offerings include Market Entry Strategy Consulting, M&A Advisory, Representation Services, Capital Raise Advisory and consulting on strategic and corporate finance matters.

Sparrow Advisory, based in Gurugram, Delhi NCR, India was set up in late 2014 by Rohit Bhargava. Rohit is a fellow member of ICAI, ICSI and ICWAI and has over 18 years of experience in investment banking and strategy consulting

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