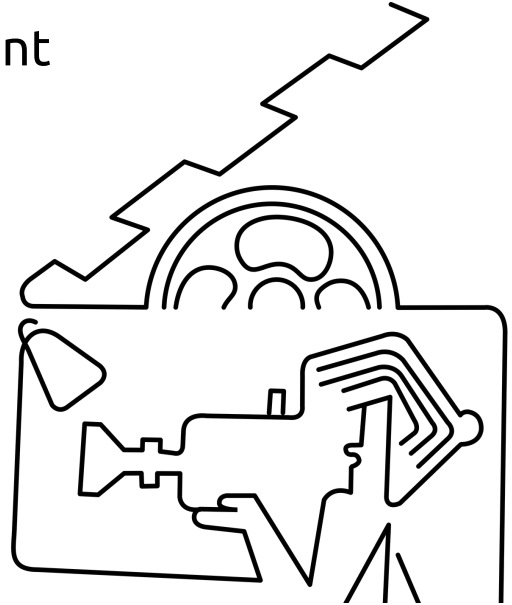


We work with large multi-national agencies and groups as well as independent agencies alike, not just in mergers and acquisitions, but also advising in the day-to-day affairs of media and entertainment houses. We have also provided in house training to multiple media house's commercial and legal teams on how to handle client contract negotiations.

An illustrative list of the transactions in which our team was involved:



Advising **Merkle Inc.** in its acquisition of the global **Live Area Business**, a business focusing on global customer experience and commerce agency business

Advising **IDG Communications** in its acquisition of the global business of **Selling Simplified** to become the largest provider of B2B tech leads globally

Advising **Kinnect Media**, a leading digital advertising agency, in relation to its acquisition by the **Interpublic Group**

Advising **True North** in its exit from **Atria Convergence Technologies Limited**, a company delivering leading broadband services in South India

Advising **Merkle Inc.** in its acquisition of **Ugam Solutions**, a leading analytics and technology services company

Advising **AdGlobal 360**, a martech company, in its acquisition by **Hakuhodo**

Advising **Shobiz Entertainment**, an events management company, in its acquisition by **Havas Media**

Advising **Dentsu** in acquiring majority stake in the **SVG Group**

Advising **True North** in exiting from **Music Broadcast**

Advising **Dentsu** in acquiring a majority stake in **Sokrati Technologies**

Advising Praveen Kenneth in sale of its stake in **Law & Kenneth Communications** to **Publicis Groupe B.V**