

Elephant Capital's investment in Amar Chitra Katha pvt Ltd ("ACK") wins the Entertainment and Media Deal of the Year award 2010

Elephant Capital has won the "Entertainment and Media M&A Deal of the Year" award at the Asia Pacific Atlas Awards Gala. The awards were organized by Global M&A Network in Mumbai. Global M&A Network produces the finest quality mergers, acquisitions and alternative investing centered conferences worldwide. The M&A Atlas Awards is for mergers, acquisitions, turnarounds and alternative investor communities.

Alongside co-investors, Elephant Capital acquired a significant minority stake in ACK for £4.0m in June 2010.

ACK is one of India's leading children's media companies, with a catalogue of over 500 print and 100 digital products, and 25 proprietary characters with pan-Indian recognition. In recent years, ACK has sought to diversify its product range, across new media platforms, including TV, film, home video merchandise and programmes for schools. In India, where under-18s represent around 40% of the billion plus population, and as the size and spending power of the Indian economy grows, Elephant Capital believes that ACK is very well placed to pursue these opportunities.

On receiving the award, Amit Jain, a director of ACK, who heads Elephant Capital's advisory team in India, said "We, at Elephant Capital, are confident that ACK will prove an excellent investment for us, and are delighted that this view is shared by the team at Global M&A Network. We expect the investment will generate strong returns, and it would be good to receive an award on exit as well."