We're Scaling / We’re Growing

Kapture CX raises USD $4 Million from Cactus Venture Partners

Cactus Venture Partners (CVP) has led a Series A investment round of USD $4 million in Adjetter Media Network Pvt. Ltd., a Bengaluru-headquartered customer experience management and AI-enabled SaaS organization which markets its offering under the Kapture CX brand. Co-founded by Sheshgiri Kamath and Vikas Garg, Kapture CX has an AI-enabled enterprise-focused, SaaS customer experience management platform that revolutionizes the way businesses across selected verticals manage their customer experience operations. With a global footprint Kapture CX has offices in the US, Indonesia and Singapore, in addition to offices in Bangalore (headquarter), Mumbai, and New Delhi.

Kapture CX’s impressive list of marquee clients includes new age businesses such as Meesho, BigBasket, Zepto, Bisleri, Nykaa, 1mg (Tata Group) as well as large businesses of the Reliance Group, Unilever, ITC, Philips, Exxon Mobil, and the RPG Group. This serves as a testimony to the expertise and the trust that industry leaders have placed in our solutions.

Kapture CX will utilize the capital to expand the presence in the international markets, enhance the product offerings and further strengthen the team. With a focus on select large verticals and enterprise customers, Kapture CX has achieved remarkable success by addressing the unique needs of the clientele.

Sheshgiri Kamath, Co-founder and CEO of Kapture CX said, “We have been profitable for the last several years and growing 100% YoY for the last 3. The tailwinds we have been experiencing in the large enterprise segment made us look for the right amount of capital to accelerate our growth trajectory. The bets we have placed on selected international markets have paid off quite well and we intend to use this capital efficiently in growth markets that we have identified. We look forward to our partnership with Cactus Venture Partners as we scale”.

Vikas Garg, Co-founder and CTO, highlighted the significance of their use of Generative AI, stating, “When we started working with Generative AI early on this year, we were blown away by its potential. The Gen AI features we launched have been loved by our customers. Pleasing large enterprises is extremely challenging and we’re happy to see the deeper adoption”.

Amit Sharma, Partner at Cactus Venture Partners, commented on the transaction, saying, "Kapture has all the right ingredients to build a large sustainable SaaS business - a strong founding team with unmatched persistence, agility to understand and solve customer problems, a robust product suite with vertical-specific solutions, and a ruthless focus on building a high-growth, profitable business. We believe the time is right for Kapture to build on their initial success in international markets and CVP, as per our stated strategy, will support the company with all our strategic resources in addition to the capital."

Rajeev Kalambi, Partner at Cactus Venture Partners, emphasized the firm's commitment to supporting promising and innovative founders, "CVP endeavors to identify companies that have not just achieved product-market-fit (PMF) but also demonstrate a strong founder-CVP-fit (FCF). In Shesh and Vikas, we found entrepreneurs whose values resonated with what we were seeking in founders – grit, determination, and flexibility to morph with the changing market needs, customer centricity to create an outstanding product that clients crave, persistence in execution to deliver on a (product) promise, and the zeal to create a global enterprise. We embark on this partnership with Kapture fully assured of the mark this company is going to make on the global firmament."

This marks the sixth investment made by Cactus Venture Partners. CVP is a high-conviction investor and invests in businesses with established product-market fit and a disciplined financial performance. The fund has a broad sector focus, with its primary interests being climate tech, health tech, and B2B SaaS businesses.