

## Valuable Group acquires 30% stake in Venera Technologies

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Venera Technologies announced today that Valuable Group has acquired 30% equity in the company. This investment will allow Venera to reach global market for its Automated Content Verification product Pulsar. With broadcasters embracing file based workflows, adoption of automated content verification by this industry is inevitable. With its offerings, Venera is ready to play key role in increasing operational efficiency of the content quality analysis process of the broadcast industry. Venera is the only Indian company to offer such high end products for content quality assurance to global broadcasters, content providers and service providers.

Venera was started by first generation entrepreneurs from IIT and ISI with a vision to create a global trendsetting organization renowned for its quality and innovation. It was among the first few companies globally to start research and development in H264 video test and measurement (T&M). Since its inception, Venera has created a wealth of intellectual property in video analysis, compression and communications. Venera now offers video T&M solutions for broadcast industry and video collaboration solutions for remote training and conferencing.

Ameya Hete, Executive Director - Valuable Group said "Investing in Venera is a strategic step and the deal assumes significance for our businesses. With its offerings, Venera has the potential to become a significant global player. Venera also has a rich set of technologies which can greatly assist in Valuable businesses".

By this strategic investment in Venera, Valuable Group now has access to some high end video processing and analysis technology which will aid it in its Movie and Entertainment business.

Deepak Sharma, CEO - Venera Technologies said "Venera has always been at the technology forefront but it needed funds to achieve success in face of the global competition. The company has great plans for the global market and this investment and access to Valuable group resources will allow the company to reach its goal faster".