



MEDIA RELEASE

Aidia Technovations has raised an undisclosed amount of funding from the group of investors

Mumbai, 1st June, 2018

Aidia Technovations has raised an undisclosed amount of funding from the group of investors. Company mainly plans to use funds for team expansion, technology, content creation and branding for its **extra curriculum marketplace, imd1 (I Am The 1)**.

Aidia Technovations is Mumbai and Pune based start-up working on technology enabled innovations. As part of its first offering, company is working on extra curriculum marketplace for **MADS (Music, Art, Dance and Sports)** under “imd1” with various offerings. It will be a unique combination of brick & mortar and digital to use best of the both to connect all stakeholders with one of its kind technology and providing quality services in this vertical. As part of its initial plan to widen its reach, company has already launched its website www.imd1.co, covering achievers’ stories who can proudly say “I Am The 1” including that of Padma shri, Khel Ratna, Arjuna Award winners and others.

Commenting on the development, **Jigish Sonagara, founder of Aidia Technovations** said, “With the change of Government policies for encouraging extra curriculum and sports like Khelo India, increasing urbanization, digital transformation and other factors, India’s extra curriculum marketplace is going to see unprecedented growth in coming years. The biggest challenge for the sector is lack of standardized and quality coaching, negligible use of advanced technologies and other pain points. imd1, with its innovative offering and advanced technology platform is determined to address all these pain points and create win-win model for all stakeholders.

As like any start-up, the first biggest milestone is, investor validation of an idea and team. We are happy to see our investors showing confidence in us and sharing our vision and passion and to cross this important milestone.”

“Aidia Technovations brings different value to the table with team’s ability to create technology with innovative solution for creating win-win model for all stakeholders, including society at large. I am extremely bullish of imd1 marketplace success and it will emerge as unique offering, transform extra curriculum coaching vertical and will help in overall development of children, amongst numerous other benefits” said **one of the investors**.

For more information:

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