

By [Kian Ganz](#) Wednesday, 23 November 2016 17:36

# Link Legal, Nishith Desai assist ex-Flipkarters' start-up Udaan raise \$10m from Lightspeed

Silicon Valley-based venture capital firm Lightspeed Venture Partners has invested \$10m in Hiveloop Technology, which provides a B2B e-commerce marketplace platform under the brand 'Udaan'. The company is founded by three former top executives of Flipkart, namely Sujeet Kumar, who led WS Retail at Flipkart, Amod Malviya, ex-CTO of Flipkart, and Vaibhav Gupta, former Senior VP who was leading product management and finance functions at Flipkart.

The three founders have also invested \$1.5 million in the startup as a part of its seed round. Read more about the deal at [Mint](#).

**Link Legal India Law Services** advised its client Lightspeed, led by Delhi partner Manish Gupta, associates Suraj Meher, Ashish Ahluwalia and Abhishek Dwivedi.

The company and its founders were represented **Nishith Desai Associates** Bangalore partner Vaibhav Parikh and M&A practice head Karan Kalra and associate Poonam Sharma.