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Bar & Bench / October 14, 2016 / Dealstreet

NDA, OMM, Gibson Dunn act on KKR's Media fund \$50 million investment in YuppTV

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Emerald Media, a pan-Asian media investment platform set up by US private equity giant KKR, has invested \$50 (Rs.332 crore) million to buy a significant minority stake in YuppTV.

Nishith Desai Associates acted for Emerald Media and the team was led by Co-Head of the Private Equity and M&A Practice – **Simone Reis**, along with Senior Associate Kartik Maheshwari and Associate Rishabh Sharma.

O'Melveny & Myers LLP acted as International legal counsel for Emerald with a team led by Partner **Tobias Knapp**.

Gibson Dunn Partner **Rashida K. La Lande** acted for YuppTV, an over-the-top (OTT) video platform for South Asian content offering live TV, catch-up TV and movies on-demand in 14 languages across the globe.