

Deal Corner

October 14, 2016

KKR'S EMERALD MEDIA INVESTS IN YUPPTV

DEAL BRIEF

Emerald Media, a Pan-Asian platform established by leading global investment firm KKR for investing in the media and entertainment sector, has acquired a significant minority stake in YuppTV for US\$50mn. YuppTV is one of the world's leading over-the-top (OTT) video platforms for South Asian content offering live TV, catch-up TV and movies on-demand in 14 languages across the globe.

Emerald Media focuses on providing growth capital to media, entertainment and digital media companies across Asia.

Press coverage relating to this transaction, is available at [Economic Times](#), [Deal Street Asia](#), [Variety](#) and [Hollywood Reporter](#).

OUR ROLE

We, at [Nishith Desai Associates](#), acted as the Indian legal and regulatory counsel to Emerald Media.

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