



# MultiTV on a Growth Path, Secures Undisclosed Amount of Funding for its Expansion

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NEW DELHI, INDIA, November 17, 2016 /EINPresswire.com/ -- MultiTV, a leading provider of video streaming platform and solutions for live TV and video on demand (VOD), announced today that it has secured an undisclosed amount of investment in order to continue its dominance as an OTT video platform solution provider.

Founded in 2014, with its headquarters in India, MultiTV is on a mission to deliver powerful and exceptional video experiences on any device.

"We live in a world where video mobile content is becoming a key player in enabling superior customer experience. This funding is going to be a defining moment for the company and also a major step in becoming one of the most comprehensive provider of video streaming services in the country," says Nipun Sahni (Partner in Leading Global Fund), Investing partner MultiTV.

MultiTV launched its first flagship end-to-end white label OTT video platform solution, 'Automator' in October, 2016. Automator has already generated more than 2 million hours of video views and received acceptance from the industry.

Vikash Samota, Founder, MultiTV says, "MultiTV is aiming at the next stage of growth and this funding will propel the scale of operations and accelerate product innovation. I'm thrilled that MultiTV will now be growing its product portfolio to deliver next generation of programmatic video advertising and OTT-based platform solutions."

"Our mission is to rapidly grow our video impression, from 120 million to 500 million in the coming months," says Gaurav Katiyar, COO and Co-founder, MultiTV. We have few other products to give a seamless video experience to end-user and help the content owner to monetize."

MultiTV empowers its partners, brands and publishers with cutting-edge technology products to leverage the growing digital video consumption among audiences. The company is also pioneering native player integration on cell phones, which allows cell phone manufacturers offer seamless video content and monetize with seamless user experience.

## About MultiTV

MultiTV Tech Solution Pvt. Ltd., is an imaginative and a new-age ad-tech startup, founded in 2014 with an aim to empower and create next level digital video eco-system, helping brands, broadcasters, content owners and publishers with cutting-edge technology products to leverage the growing digital video consumption among audiences. With the comprehensive end-to-end video solution, MultiTV offers OTT, video advertising, monetization and live streaming services.

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