

Tendulkar makes his first tech start-up investment

BS REPORTER
Bengaluru, 22 March

Cricket legend Sachin Tendulkar made his first investment in a technology start-up, a firm that makes smart devices, for which he will also be a brand ambassador.

Tendulkar has earlier made seven investments - the Mumbai franchisee of the Indian Tennis League, the Kochi Franchisee of the Indian Super League, the Sachins and Tendulkar's restaurant, among others, but the investment in Smartron, a Hyderabad-based startup is the first technology investment.

Smartron, an Internet of Things (IoT) company, which builds a host of internet connected devices for consumers and enterprises has roped in a star for a percentage of stake. Founded in August 2014, the company says it will launch its products in the first quarter of the upcoming fiscal.

"I have always been fascinated by technology. Smartron's founding vision for the need for a robust product ecosystem

SACHIN'S INVESTMENTS



Name/Domain	Stake (%)
SMARTRON Internet of Things	—
KERALA BLASTERS FC* Football team	—
SACHINS AND TENDULKAR'S Restaurant	—
UNIVERSAL COLLECTABILIA Celebrity Merchandise	26.0
MUSAFIR Travel Portal	7.5
UNIVERSAL COLLECTABILIA Celebrity Merchandise	26.0
SMAAASH ENTERTAINMENT Sports Simulation	18.0

*Indian Super League

in the country to grow is very impressive. We need to support brands that are designed and engineered in India, said Tendulkar, in a statement.

Founded by Mahesh Lingareddy who has another venture Soft Machines that is based out of the US, Smartron is part of a new wave of IoT startups - internet connected sensor laden devices

that are coming out of India. While the terms of the deal have not been disclosed, Tendulkar will endorse Smartron, whose products would be sold in India.

Tendulkar joins the likes of sporting stars Yuvraj Singh, Zaheer Khan, Mahesh Bhupati and Leander Paes in investing in new ventures.

"We are very excited and privileged to have Sachin join us in our journey. He is one of the greatest Indian stories of our times, a true global icon and

brand that disrupted the game of cricket, and inspired generations," said Lingareddy.