

About the Company

Sacona Entertainment India Private Limited (Sacona), was a start-up in high end gaming industry founded by technocrats and the first generation entrepreneurs Mr. Sachin Bhardwaj and Ms. Mona Bhardwaj and is based out of Bangalore.

The company was into manufacturing of high-end gaming enclosures (called 'eO' or 'Gameball') meant for providing luxurious and ultra rich experience of playing 3D & 4D gaming.

About the Transaction

After putting 3 to 4 years in research, design and development the company launched the pilot project at one of the high end clubs only to receive the overwhelming response by young generation.

The company was looking to expand quickly by launching the 'Gamball' at various high end malls which were the ideal place for attracting young gaming enthusiasts.

The Company approached Think Capital for raising early stage capital. Think Capital assisted and advised the Company on the business plan and also raised 'risk capital' suitable for early stage expansion.

Salient Points

Modular Design

Special Acoustics

Multiuser

Surround Sound



Transaction Summary:

- ✓ ***Transaction Closure – November 2011***
- ✓ ***Six months old Company to raise funds***
- ✓ ***Raised start-up funding of Rs. 1 Crore form SIDBI as Risk Capital***
- ✓ ***Coupon rate of 15%***
- ✓ ***No collateral required as a primary security***