

 Early Warning System

IFC-46826
ONE IMPRESSION



Quick Facts

Countries	India
Financial Institutions	International Finance Corporation (IFC)
Status	Approved
Bank Risk Rating	C
Voting Date	2022-06-27
Borrower	ANYCAST TECHNOLOGY PRIVATE LIMITED
Sectors	Communications
Investment Type(s)	Equity
Investment Amount (USD)	\$ 5.00 million



Project Description

The proposed project is an equity investment of up to US\$5 million in Anycast Technology Private Limited (“One Impression”), a private limited company domiciled in India. One Impression is a full-stack technology platform that allows brands to leverage a community of influencers to execute end-to end influencer marketing campaigns reaching their target audience more effectively and creating an alternate livelihood stream for creators.

The Project is expected to improve access to income opportunities for social creators in India, resulting in better livelihoods through earning opportunities on the technology platform, especially for women. Additionally, the Project is expected to support further integration of creators in the advertising value chain by enabling better linkages with brands.



Investment Description

- International Finance Corporation (IFC)



Private Actors Description

The Company's key stakeholders include: (i) the co-founders – Mr. Apaksh Gupta and Mr. Jivesh Gupta; and various other early angel investors.



Contact Information

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