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

Anycast Technology Private Limited
Jivesh Gupta
Chief Operating Officer
+91 8047188523
hello@oneimpression.io
1st Floor, Plus Offices, Landmark Cyber Park, Sector 67, Gurgaon - 122002
www.oneimpression.io

ACCESS TO INFORMATION

You can submit a request for information disclosure at: https://disclosures.ifc.org/#/inquiries

If you believe that your request for information from IFC has been unreasonably denied, or that this Policy has been interpreted incorrectly, you can submit a complaint at the link above to IFC's Access to Information Policy Advisor, who reports directly to IFC's Executive Vice President.

ACCOUNTABILITY MECHANISM OF IFC/MIGA

The Compliance Advisor Ombudsman (CAO) is the independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an IFC or MIGA- financed project. If you submit a complaint to the CAO, they may assist you in resolving a dispute with the company and/or investigate to assess whether the IFC is following its own policies and procedures for preventing harm to people or the environment. If you want to submit a complaint electronically, you can email the CAO at CAO@worldbankgroup.org You can learn more about the CAO and how to file a complaint at http://www.cao-ombudsman.org