

 Early Warning System

IFC-47954

Kuku FM



Quick Facts

Countries	India
Financial Institutions	International Finance Corporation (IFC)
Status	Proposed
Bank Risk Rating	C
Voting Date	2023-06-19
Borrower	MEBIGO LABS PRIVATE LIMITED
Sectors	Communications
Investment Type(s)	Equity
Investment Amount (USD)	\$ 10.00 million



Project Description

According to the Bank's website, the proposed Project is an equity investment of up to US\$10 million in Mebiggo Labs Private Limited ("Kuku FM"), a private limited company domiciled in India. Kuku FM is one of India's largest digital audio platforms that offers non-music, regional audio content across audiobooks, original series, book summaries, podcasts, and courses focused on non-fiction self-learning content. The content is long-form in nature, broken into bite-sized, audio-only, capsular episodes of 10-15 minutes each like an episodic television show. The platform primarily caters to users in Tier-II and beyond cities in India across semi-urban and rural segments. As of March 2023, the Company had an active paid subscriber base of 2.7 million users.



Investment Description

- International Finance Corporation (IFC)



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Mebigo Labs Private Limited (Kuku FM)	Client	-



Contact Information

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