NRC advised **Netcore Cloud**, a martech product company, on the **Strategic Sale** of its IoT division to **Gaia Smart Cities,** an IoT & AI enabled solutions company

NINE RIVERS CAPITAL
corporate advisory

Fostering growth, **Enhancing value.**

We are pleased to announce that Nine Rivers Capital acted as the sole financial advisor to Netcore Cloud on the strategic sale of its IoT division to Gaia Smart Cities.

Netcore Cloud is a global Martech product company that helps B2C brands create amazing digital experiences with a range of products that help in acquisition, engagement, and retention. The cloud-based platform INSIGHT developed by Netcore will further enhance the capability of Gaia, a start-up, to rapidly deploy Internet of Things (IoT) solutions - sensors and gadgets - to increase their customers performance.

Gaia helps Smart Sites optimize operations, improve efficiency, reduce costs, and impact business growth and customer experience through tech enabled solutions. Gaia SmartFeedback platform provides insights-as-a-service, bringing data from users, sensors, and digital channels to bring real time visibility and deep analytics into the last mile. In-built rules and AI based action engine can generate alerts and enable rapid response.

"We were drawn towards the strong technical team, a robust technical platform and extremely focused approach of the Netcore IOT team. We found great synergies with our own Smart Cities platforms and solutions like Smart Metering and Smart Tracking", said Sumit D. Chowdhury, the Founder & CEO of Gaia Smart Cities

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