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Bessemer Venture Partners, a top venture capital firm backing great entrepreneurs, announced the promotion of Mr Subramanya S.V. (Subu) to Managing Director. This formalizes the leadership role he has played in the firm's Bangalore office and recognizes his contribution to BVP since he joined the firm in 2007.

"BVP's global strategy has created growth for the firm and for the innovative companies we back around the world. Key to cracking high potential markets, such as India, is the presence of strong investors on the ground," said Ed Colloton, a partner in the Menlo Park, California office where he is chairman of the firm's investment and management committees and leads the operations of the firm. "Subu's leadership skills, knowledge of the business landscape in India, and his strong investments in consumer and technology start ups will position him to grow BVP's business in coming years."

Subramanya focuses on investments in technology and consumer businesses. He was closely involved with the firm's investments in IL&FS Transportation Networks, Palogix Infrastructure, Tulip Telecom, Anantraj Industries and Riddhi Siddhi Gluco Biols among others. Prior to joining BVP, Subu worked with Avendus Capital, an Indian investment bank, where he advised companies on private equity transactions and mergers and acquisitions. Previously, he was a consultant with KPMG and started his career as a programmer with Wipro Technologies. Subu holds a bachelor's degree in Computer Science and Engineering from Mysore University and an MBA from the Indian Institute of Management Ahmedabad.

With offices in Mumbai and Bangalore, BVP has 10 investors focused on growth and innovation opportunities in India. Since 2004, Bessemer has invested in more than 24 companies in India. With \$4.0 billion under active management, BVP is a global venture capital firm with offices in Silicon Valley, Cambridge, Mass., New York, Mumbai, Bangalore and Herzliya, Israel. BVP that delivers a broad platform in venture capital spanning industries, geographies, and stages of company growth has invested in two firms - NephroPlus and MediAssist in India in 2011. NephroPlus is a well established chain of kidney care clinics that is shaping quality kidney care all over India. MediAssist is a Third Party Administrator of health insurance policies.