

**About Us**

Founded in 2012, Capillary Technologies has a presence across the United States, India, the Middle East, and Asia, in particular, Southeast Asia. Capillary is an end-to-end customer loyalty platform that offers a comprehensive view of consumers, and unified, cross-channel strategies that deliver a real-time omnichannel, personalized, and consistent experience for customers. Powering 100+ loyalty programs, across 30+ countries, Capillary works with 250+ brands including the likes of Shell, Tata, Dell, Al-Futtaim Group, PUMA, Jotun, Domino’s, and Hoya. With a massive reach of 1Bn+ consumers and processing 5Bn+ annual transactions, the company has the backing of Warburg Pincus, Sequoia Capital, Avataar Ventures, and Filter Capital. For more information, visit [**www.capillarytech.com**](https://www.capillarytech.com/).