

Dista Secures Pre-Series A Funding Led by Pentathlon Ventures

The company plans to use the funds to accelerate growth in the US markets, develop patented tech, and strengthen its marketing and sales efforts.



Pune, Maharashtra Jun 12, 2023 ([Issuewire.com](https://www.issuewire.com)) - Dista, an AI-enabled low code/no code location intelligence platform, is excited to announce the successful completion of its Pre-Series A funding round. Pentathlon Ventures, a prominent investment firm specializing in the technology space, led the round with participation from Core91 VC and other existing investors. The Pune and Delaware-based company has previously raised [seed funding](#) in 2021.

The funding secured in this round will enable Dista to bolster its presence in the United States, focus on customer acquisition, and forge strategic partnerships to solidify their position in this key market. Moreover, the company plans to use the funds for R&D with a focus on creating patented algorithms.

Co-founded by Shishir Gokhale (CEO), Deepak Garg (CTO), and Nishant Kumar (CPO); Dista empowers businesses to leverage location data for strategic decision-making. The Dista platform offers maps-based visualization, strategic insights, and operationalization of location intelligence strategies to improve sales, enhance services, and optimize delivery operations.

"The latest funding round will help us strengthen our product suite and serve our global customers," said Shishir Gokhale, CEO and Co-founder, Dista. "We thank the Pentathlon team for their continuous support, and the recent investment underscores their confidence in our vision and validates our commitment to revolutionizing location intelligence for enterprises."

"We are strengthening and reiterating our commitment to Dista in this funding round. The fund raise will serve as a catalyst for Dista's continued growth, enabling them to deliver even greater value to its customers in the US markets, expand its product offerings for enterprises with patented algorithms, and execute robust Sales and Marketing strategies.", said Shashank Deshpande, Managing Partner, Pentathlon Ventures.

Dista has already achieved significant milestones, including partnering with leading enterprise brands in India, LATAM, and the US. These partnerships demonstrate the trust and recognition Dista has garnered within the industry and further solidified its position as a preferred location intelligence provider.

"We are excited about the opportunities this funding presents to strengthen our product suite and value delivered to our enterprise customers," commented Nishant Kumar.

"By investing in building innovative algorithms we are well-positioned to meet the evolving needs of our customers and drive their growth. This presents us with an opportunity to invest in IP building and apply our existing and new patented location tech to our customers.", added Deepak Garg.

About Dista

Dista is a low-code/no-code location intelligence platform that empowers businesses to harness the power of location data for strategic decision-making and operationalizing it in the field. It has a scalable, modular architecture to adapt to any location use case across industries. The Dista platform is built on the cloud and leverages location data with the help of Google Maps to increase operational efficiency, create immersive visual interfaces, and make informed decisions to enhance the overall customer experience.

Our robust product suite includes Dista Sales, Dista Service, Dista Deliver, and Dista Insight. With an intuitive user interface and flexible architecture, Dista drives application adoption, productivity, and agility by providing customized functionality to its customers.

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