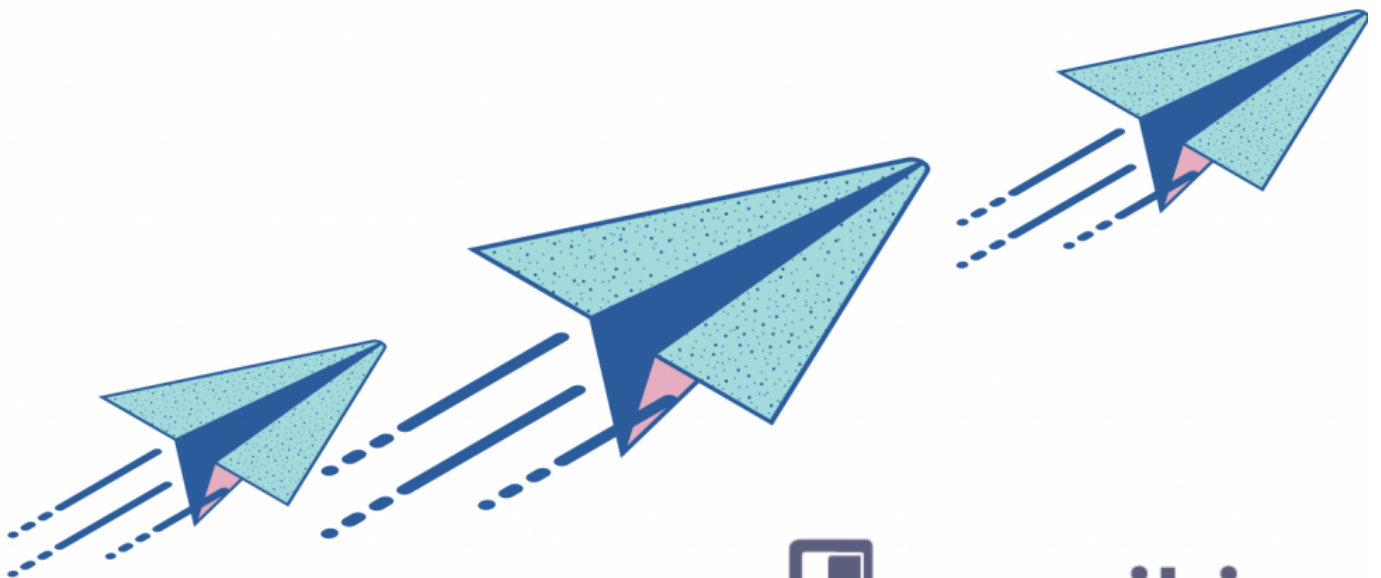


Aspire, Leading US Influencer Marketing Platform, Acquires Indian E-commerce Innovator CommerceUp

Expanding Horizons: Aspire's Strategic Move to Establish a Technological Center in India

Aspire

Acquired



Gurgaon, Haryana Sep 12, 2023 ([IssueWire.com](https://www.issuewire.com)) - In a significant development that highlights the growing influence of influencer marketing, [Aspire](#), a leading US-based influencer marketing platform, has successfully acquired [Commerceup](#), a prominent Indian e-commerce platform. The acquisition marks a major milestone in Aspire's journey as it looks to solidify its presence in the Indian market and further enhance its global reach.

Aspire is driving a positive influence at Scale. Aspire has rapidly emerged as a powerhouse in the world of influencer marketing, recognized for its ability to drive positive influence on a large scale. The company's recent Series A funding round secured an impressive \$24 million, underscoring the confidence investors have in its potential.

Commerceup is a pioneering E-commerce Service in India and UAE. Commerceup, on the other hand, is a cloud-based e-commerce service platform with a strong presence in India and the United Arab Emirates. Founded by the accomplished BITSian, Mr. Piyush Pathak, who brings over a decade of IT experience to the table, Commerceup has garnered significant attention in the industry. The company specializes in creating customized online storefronts, catering to a diverse range of brands.

Moving forward with this acquihire decision. Mr. Piyush Pathak and his talented team accomplished a milestone in Commerceup journey, which brings Mr. Piyush Pathak and his talented team into the Aspire family. This strategic move is expected to foster innovation and collaboration, leveraging the expertise of both entities to offer enhanced product offerings to clients.

With the acquisition of Commerceup, Aspire takes a significant step towards establishing a technological center in India. This move reflects Aspire's commitment to harnessing the immense talent and technological capabilities available in the Indian market. It opens doors for the company to tap into the vast pool of skilled professionals and further strengthen its global operations.

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Source : <https://www.commerceup.io>

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