Hakuhodo DY Holdings invests in Indian impact investment fund Next Bharat Venture Fund-2

Tokyo—November 2, 2026—Hakuhodo DY Holdings Inc. has entered into an agreement to invest in Next Bharat Venture Fund-2, an impact investment fund managed by Next Bharat Ventures IFSC Private Limited (NBV), a wholly owned Indian subsidiary of Suzuki Motor Corporation. Through this investment, Hakuhodo DY Holdings will support the growth of startups addressing social challenges and supporting daily-life infrastructure in India, while promoting business co-creation that connects Japanese companies with the Indian market.

Hakuhodo DY Holdings positions incubation as one of the growth areas in its Medium-Term Business Plan and will now accelerate its efforts in the Indian market. With a population exceeding 1.4 billion, India is expected to continue achieving strong economic growth. Alongside rapid digitalization, new business opportunities are expanding not only in urban areas but also across regional cities and rural communities, particularly in sectors that support daily life, including agriculture, food, finance and healthcare. At the same time, Japanese companies still have limited means of accurately understanding the realities of *sei-katsu-sha* (our term for the holistic person) across the country's diverse regions and identifying business opportunities.

Through investment in and support for startups that address the challenges faced by India's "Next Billion,"* Hakuhodo DY Holdings aims to accumulate expertise in India in *Sei-katsu-sha* Centric Mindset-based growth support and contribute to the creation of new business opportunities as a partner for Japanese companies seeking to expand into the Indian market.

About Next Bharat Venture Fund-2

Next Bharat Venture Fund-2 is an impact investment fund established by NBV, a member of the Suzuki Group. The fund focuses on sectors including agricultural and rural supply chains, financial inclusion and healthcare. Its first fund, established in 2024, has invested in 26 startups to date.

- Fund name: Next Bharat Venture Fund-2
- Manager: Next Bharat Ventures IFSC Private Limited (a wholly owned subsidiary of Suzuki Motor Corporation)
- Representative: Vipul Nath Jindal (MD & CEO)
- Investment objective: Supporting entrepreneurs and startups creating impact for India's Next Billion
- Investment focus: Agricultural and rural supply chains, financial inclusion, healthcare and related sectors

* Next Billion: Refers to the approximately one billion people who are expected to become the next drivers of India's economic growth, particularly those in rural areas and regional cities whose quality of life and income levels are expected to improve in the years ahead.

About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. was established in 2003 in Tokyo, Japan through the integration of marketing communications companies Hakuhodo Inc., Daiko Advertising Inc. and YOMIKO ADVERTISING INC.

The Hakuhodo DY Group offers a diverse range of functions and services that extend far beyond the framework of a group of advertising companies. As a leading data-driven marketing company, we are committed to developing solutions that utilize AI and other cutting-edge technologies. A value creation partner dedicated to supporting our clients' sustainable growth, our creativity is world-renowned.

Find out more, visit:
Hakuhodo DY Holdings Inc.: https://www.hakuhodody-holdings.co.jp/english/

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