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 SENSEX **27,786.88** ▲ 280.17  
 NIFTY **8,410.20** ▲ 91.20  
 GOLD (MCX) (Rs/10g.) **26,809.00** ▼ -52.00  
 USD/INR **63.72** ▼ -0.09

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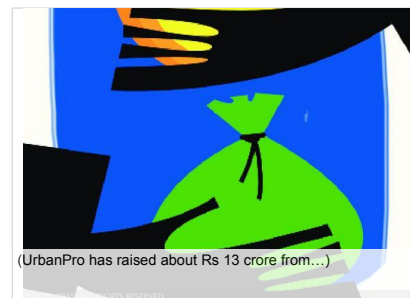
## Online local services player UrbanPro raises Rs 13 crore from Nirvana Venture

Evelyn Fok, ET Bureau May 26, 2015, 06:12AM IST

**Tags:** [UrbanPro](#) | [ThinkVidya](#) | [Nirvana Venture](#) | [LocalOye](#) | [Language learning](#) | [academic tuition](#)

BENGALURU: Online local services marketplace UrbanPro has raised \$2 million (about Rs 13 crore) from Nirvana Venture Advisors, joining a clutch of players in the market that have received early funding recently.

Founded in 2012, UrbanPro — previously known as ThinkVidya — has more than three lakh professionals on its platform and has served five lakh consumers in Bengaluru, Mumbai, Hyderabad, Pune, Chennai, and the National Capital Region in the education segment. It had previously raised angel funding in January 2014.



(UrbanPro has raised about Rs 13 crore from...)

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"It was always at the back of our mind to expand to other verticals. Focusing on one segment helped us gain a lot of traction until our platform was ready," Rakesh Kalra, founder and CEO of UrbanPro, told ET.

UrbanPro will be expanding into health and fitness, event services, and photography, said Kalra. The company had previously focused on education, providing services in areas, including [academic tuition](#), [language learning](#), and exam preparation.

"UrbanPro's depth in the education vertical, a highly experienced team, and the ability of the product and monetisation model to scale across verticals and cities is what got us excited," said Rajan Mehra, managing director at Mumbai-based Nirvana Venture Advisors.

The fundraising comes as the on-demand home services market is heating up in India, with players such as [LocalOye](#), [Taskbob](#), [UrbanClap](#), and [Qyk](#) having raised funds in the past few months. "The funding will go into improving the platform that we have and building a lot more presence in the mobile space," said Kalra.

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