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Amara Partners Nears ₹800 Crore Debut Fundraise for Private Credit Entry

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Investment firm Amara Partners is on track to close its debut private credit fund with commitments nearing ₹800 crore, according to people familiar with the matter. The fundraise marks a significant milestone as the firm prepares to officially launch its private credit operations in India.

The Mumbai-based asset manager has attracted interest from a mix of domestic and global institutional investors, including family offices and financial institutions. The fund will primarily focus on mid-market companies across India that are often underserved by traditional banks and public bond markets.

The upcoming fund aims to provide structured debt solutions, including asset-backed financing and growth capital. Targeted borrowers will typically be firms seeking ₹150 crore to ₹500 crore in financing. The firm intends to deploy capital in a range of secured lending deals, leveraging collateral-backed risk mitigation and disciplined underwriting.

Industry analysts have pointed to the growing appeal of private credit in India amid tightened bank lending and rising demand from mid-sized enterprises. Investors are also turning to private credit as an alternative asset class that offers relatively stable returns in a volatile macroeconomic environment.

The private credit market in India is rapidly gaining traction, driven by the country's expanding SME sector and increased investor appetite for yield-generating strategies that offer more security than equities or venture capital.

With the ₹800 crore fund close expected by the end of July, Amara Partners is set to begin capital deployment in the second half of 2025.

“There is increasing demand for flexible credit solutions, and Amara's approach aligns with the needs of a rapidly evolving borrower base,” said a source in a report by *Economic Times*.

The firm's leadership includes professionals with prior experience in credit and structured finance, positioning it well to compete in a space where careful borrower selection and deal structuring are critical.

Once operational, Amara's private credit platform will join a growing number of alternative investment vehicles tapping into India's evolving debt ecosystem, as regulatory frameworks and market infrastructure continue to improve.