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## PRIVATE EQUITY AND VENTURE CAPITAL – PREAMBLE

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### ABSTRACT:

Private equity investment can offer very strong returns in comparison to any stock market returns or public market investment opportunity. Private equity invests in companies which are not listed in the recognized stock exchange. Every business comes across six stages of the life cycle which include; Development, Start-up, early-stage growth, expansion, maturity, and decline/crisis stage. PE firms invest in the initial three stages. In today's fast-moving world with technological changes very great business plan may hit by various events and successes of companies. Private equity not only invests in companies, but they also provide management support and assist in the overall success of companies. The present study discussed on Birth of US Private equity, Indian Private Equity major players, steps in venture capital funding.

**Keywords:** Venture capital, Private Equity.