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Private Placement

By **AKHILESH GANTI** Updated March 29, 2022

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What Is a Private Placement?

A private placement is a sale of stock shares or bonds to pre-selected investors and institutions rather than on the open market. It is an alternative to an initial public offering (IPO) for a company seeking to raise capital for expansion.


Investors invited to participate in private placement programs include wealthy individual investors, banks and other financial institutions, mutual funds, insurance companies, and pension funds.


One advantage of a private placement is its relatively few regulatory requirements. ^[1]

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