

**Consumer & FMCG****Fortnightly Newsletter**

11th February to 21st February 2019

Consumer & FMCG Newsletter**Investment and Exit****KKR in advanced talks to put Rs 2,000 crore in Emami**

15th Feb'2019.ETRealty

US private equity firm KKR is in advanced negotiations to invest as much as Rs 2,000 crore in the EmamiNSE -3.62 % Group through a structured credit deal, said people with knowledge of the matter. Emami is seeking to repay some of its high-cost debt and raise funds for working capital requirements...[more](#)

Sachin Bansal plans big play in venture debt space with Flipkart fortune

21st Feb'2019.LiveMint

Armed with his over \$1-billion Flipkart fortune, Sachin Bansal is planning to diversify his portfolio and double down on the financial services sector, as he looks to make a big play in the venture debt space, said four people aware of his plans...[more](#)

Aditya Birla Fashion to set up Rs 114 crore manufacturing plant in Odisha

20th Feb'2019. Economictimes

Aditya Birla Fashion and Retail (ABFRL) is investing Rs 114 crore to set up a new apparel manufacturing plant in Rayagda district of Odisha with potential to create over 2750 jobs. This unit will have a capacity to produce 3.6 million pieces of apparel per annum...[more](#)

Epic Group to set up garment manufacturing unit in Ranchi; to invest \$20 mn in 2 years

18th Feb'2019. economictimes

Hong Kong-headquartered, garment manufacturing multinational conglomerate, Epic Group, has entered the Indian market and will invest \$20 million to set up its first manufacturing unit in Ranchi in the state of Jharkhand. Talking to ETRetail, Ranjan Mahtani, chairman and Group CEO, said the investment will be done in the initial...[more](#)

Britannia working on plans to invest in startups

11th Feb 2019. ET

Britannia IndustriesNSE 1.98 % is working on initial plans to set up a separate entity and team over the next six months to invest in startups and emerging companies across categories and platforms...[more](#)

Investment In Skin Microbiome Research

18th Feb'2019.personalcaremagazine

Royal DSM announced that DSM Venturing, its venture investment arm, has made an equity investment in skin microbiome company S-Biomedic NV. This investment completes S-Biomedic's latest Series A financing round...[more](#)

PepsiCo buys Muscle Milk maker CytoSport from Hormel

20th Jan 2019. Just Food.com

US food and beverage giant PepsiCo has acquired sports nutrition business CytoSport from local peer Hormel Foods for an undisclosed sum...[more](#)

P&G to spend \$100 mn on women-owned Businesses in IMEA

19th Feb 2019. People matters

Procter & Gamble (P&G) announced a new commitment around some initiatives that will promote gender equality across the Indian Subcontinent, Middle East and Africa (IMEA) region...[more](#)

Fund Raise

BlueStone Jewellery eyes up to \$25 million to expand offline stores

12th Feb 2019. Live mint

Online jeweller BlueStone Jewellery and Lifestyle Pvt. Ltd is looking to raise up to \$25 million in fresh funding to expand its offline presence, a top company executive said. The BlueStone website sells gold, diamond and pearl pendants, necklaces, earrings and nose rings, among others...[more](#)

How a 27-year-old CEO built a near \$1 billion fashion startup

12th Feb'2019.Livemint

Zilingo Pte's path to becoming a fashion platform with a valuation approaching \$1 billion began in December 2014 when Ankiti Bose, then an analyst at Sequoia India, chatted with a neighbor at a house party in the Indian tech capital Bengaluru...[more](#)

Emami promoters sell 10% stake for Rs 1,600 crore

19TH Feb 2019. ET

Emami Group promoters on Monday sold 10 per cent stake in the FMCG flagship Emami Ltd in a block deal to raise Rs 1,600 crore from a group of investors which includes SBI Mutual Fund, PremjiInvest, Amundi, IDFC and L&T Mutual Fund amongst others which will help reduce promoter debt...[more](#)

Sebi bars Ganga Sagar Foods & Beverages from raising funds from public

12TH Feb 2019. ET

Markets regulator Sebi Tuesday barred Ganga Sagar Foods and Beverages from raising funds from public with immediate effect...[more](#)

Merger And Acquisitions

Lite Bite acquires four Phoenix arm brands

20th Feb'2019. Economictimes

Indian restaurant chain Lite Bite Foods has acquired four brands from Bellona Hospitality, the food and beverages arm of Phoenix Mills Group, for an undisclosed amount...[more](#)

Bhujia to billions: Ganga Bhishen's Haldiram's has now become \$3 bn biz empire

14th Feb'2019. Economictimes

The world's second-largest snack food company is eyeing a stake in a business that started as a humble shop in Bikaner in 1937. Trying to diversify its portfolio beyond breakfast products, Kellogg wants to buy a stake in Haldiram's which it has valued at \$3 billion (excluding a Kolkata branch)...[more](#)

Varun Beverages to bottle all the Pepsi that India drinks

19th Feb'2019. Economictimes

Beverage maker PepsiCo will divest its bottling franchisee rights in the West and South of the country to Ravi Jaipuria-owned Varun Beverages in a deal estimated at Rs 1,850 crore and involving the transfer of 1,900 employees...[more](#)

Oyo in talks to acquire FreshMenu for \$60M

22ND Feb 2019. ET

Hospitality chain Oyo Hotels & Homes is in talks to acquire cloud kitchen startup FreshMenu for \$50-60 million, three people aware of the developments told ET. The round closure is subject to due diligence, these sources said on the condition of anonymity...[more](#)

Corporate News

Parle Agro signs on Jr NTR as the new face of Appy Fizz for South India

20th Feb'2019. Economictimes

Indian beverage company Parle Agro has signed Tollywood star Nandamuri Taraka Rama Rao Jr., popularly known as Jr. NTR as the brand ambassador for Appy Fizz for South India. Jr. NTR will be seen as part of the new Appy Fizz campaign in the region, while...[more](#)

Kama Ayurveda to add 16 stores in 2

14th Feb'2019. Economictimes

Indian beauty brand Kama Ayurveda which runs about 40 stores in India is expanding its portfolio and will add 16 new stores to its existing kitty. The brand, which has been backed by Lighthouse Funds and sugar baroness Rajshree Pathy, has recently launched in airport locations like Raipur, Indore, Amritsar and Coimbatore...[more](#)

Still overweight on low-ticket consumptions like FMCG: Mihir Vora, Max Life

20th Feb'2019. [EconomicTimes](#)

Some of the froth in the broader market is already out and even in the top Nifty50 or BSE 200 names, there is much polarisation and we have seen a hidden correction in the market, Mihir Vora, Director & CIO, Max Life Insurance, tells ET Now...[more](#)

Simon Carter to launch 3 new Indian franchise stores

18th Feb 2019. [Indian Retailer](#)

Simon Carter, British menswear business, will launch three franchise stores in India this year. These stores will be of 1,200 sq ft and will open between March and May in 2019...[more](#)

Patanjali eyes opening 100 Paridhan stores in the next one year

20th Feb 2019. [Indian Retailer](#)

Patanjali is looking to launch 100 Paridhan across India in the next 12 to 18 months. Simultaneously, the company will make the apparel range available on e-commerce platforms like Paytm, Flipkart and Amazon...[more](#)

Food & Beverages

Britannia's dairy business should grow to Rs1,500 crore in 5 years: MD Varun Berry

14th Feb'2019. [Livemint](#)

India's dairy market is a tough nut to crack, as multinationals have found out the hard way. But for Britannia Industries Ltd, milk and dairy products is the way to go, as it tries to transition from a biscuit maker to a total foods company. A month after Danone SA of France decided to shut its dairy business in India, Britannia's managing director Varun Berry spoke on the challenges in the dairy business...[more](#)

Govt raises minimum support price of sugar to Rs 31 per kg for 2019-20

15th Feb 2019. [FNB News](#)

The Department of Food, Ministry of Consumer Affairs, Food and Public Distribution, has decided to increase the minimum support price (MSP) of sugar from Rs 29 to Rs 31 for the year 2019-20. This was stated by Ram Vilas Paswan, minister of consumer affairs, food and public distribution on Thursday...[more](#)

McDonald's opens its first restaurant in Tirupati

20th Feb'2019. [EconomicTimes](#)

Quick-service restaurant chain, McDonald's has opened its first restaurant in Tirupati in Andhra Pradesh, as it continues to expand in the south Indian market, the company said in a statement...[more](#)

Uber Eats India likely to end up on Swiggy's plate

22nd Feb 2019. [ET](#)

In what would be one of the most significant consolidation moves in the sector, Uber Eats, the food delivery arm of the global ride-hailing platform, is in final stages of negotiations to sell its India business to rival Swiggy, three people privy to the development told ET...[more](#)

Consumer Durables

Consumers demand laws to curb fake products menace in e-commerce policy

19th Feb'2019. [moneycontrol](#)

Stating that the issue of counterfeit product is a big hindrance in the growth of online commerce, consumers have demanded stringent laws and action against sellers selling fake products online in the e-commerce policy...[more](#)

Reliance Jio sold 5 crore smart feature phones in less than 2 years: Report

20th Feb'2019. [Livemint](#)

As the demand for smart feature phones surges, Reliance Jio has been the fastest to capture the market and has sold around 5 crore units of Jio Phone, according to Counterpoint Research. "Out of more than 100 million subscribers that Reliance Jio added since the Jio Phone launch in late 2017, the KaiOS powered 4G smart...[more](#)

Betting on middle class: Reckitt Benckiser spends big to get e-commerce edge

21st Feb'2019. [EconomicTimes](#)

British consumer healthcare products maker Reckitt Benckiser (RB) will hyper-target consumers on ecommerce in India and China, the company's global president (hygiene and home) Rob de Groot said in a post earnings call...[more](#)

L'Oreal beats Godrej Consumer in urban hair colour race

20th Feb'2019 [Economic Times](#)

L'Oréal SA has emerged as the largest hair colour marketer in urban India in value ahead of Godrej Consumer NSE -2.08 % Products, riding on mass brand Garnier Black Naturals, which is now the French personal care firm's highest selling hair colour brand globally...[more](#)

Joint Venture

Haldiram's signs deal with France's Brioche Dorée

13th Feb 2019. [Agro n food processing](#)

Haldiram's has signed its first joint venture outside the family, making an exclusive partnership with master franchisee French bakery cafe Brioche Dorée...[more](#)

Fashion Wear

How a 27-year-old CEO built a near \$1 billion fashion startup

12th Feb'2019. [Livemint](#)

Zilingo Pte's path to becoming a fashion platform with a valuation approaching \$1 billion began in December 2014 when Ankita Bose, then an analyst at Sequoia India, chatted with a neighbor at a house party in the Indian tech capital Bengaluru...[more](#)

FMCG

Nestle India plans up to 3-dozen product launches in 2019, eyes higher exports

19th Feb'2019. [Economic Times](#)

The Indian arm of Swiss food company Nestle SA said on Monday it is evaluating launching two three dozen products in 2019 across categories. The company had crossed the Rs 11,000-crore sales mark last year...[more](#)

FMCG companies should recognise the 'new rural India' to stay relevant: Study

19th Feb'2019. [thehindubusinessline](#)

From a price conscious and conservative buyer to a value-seeking and brand sensitive consumer, the Indian rural consumer has evolved over the last few decades. For corporates to stay relevant...[more](#)

Best Regards



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