

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

22nd April to 8th May 2019

Consumer & FMCG Newsletter**Investment and Exit****Zomato to invest around Rs 56 crore to set up 20 more warehouses by 2020**

30th April 2019. Economic Times

Online restaurant guide and food ordering firm Zomato Monday said it will invest around Rs 56 crore to set up 20 more warehouses across the country by the end of 2020 under its B2B platform, Hyperpure...[more](#)

JSW enters paints business with ₹ 600 crore investment

02nd May 2019. The News Minute

The company has been set up with an investment of ₹ 600 crore, including ₹ 350 crore debt from Axis Bank. Parth Jindal, Sajjan Jindal's son, will be MD, JSW Paints....[more](#)

82-year-old brand Haldiram's to tap startups, invests in Venture Catalysts

23rd April 2019. Economic Times

VCats strengthens CPG domain expertise with its new investment from Haldiram's enabling a stronger platform and mentorship for startups to acquire first-hand knowledge and expertise from the highly successful brand...[more](#)

BigBasket to invest \$100 mn to set up vending machines, smaller distribution centres

30th April 2019. The News Minute

The idea is to enable two-hour delivery in the top 10 cities that BigBasket operates in by July this year. BigBasket is in the process of further consolidating its position as the leading online grocer and fresh foods supplier in India...[more](#)

Parle Agro in ₹ 200 crore marketing push for Frooti, Appy Fizz

25th April 2019. live Mint

The summer campaign of Frooti, for the first time, features two big Bollywood celebrities - Alia Bhatt and Varun Dhawan. Parle Agro has launched a ₹ 10 'pick me up' bottle through a television campaign featuring actor Salman Khan...[more](#)

Alpha Capital invests Rs 80 crore in ethnic wear brand Shree

08th May 2019. Economic Times

SHR Lifestyles Private Limited, owner of the women ethnic wear brand Shree, has raised Rs 80 crore equity capital from Alpha Capital Advisors Private Limited...[more](#)

Fund Raise**Omnivore raises \$97 million for its second fund**

25th April 2019. Economic Times

VC firm looks to back entrepreneurs working to disrupt food systems in India...[more](#)

Online meat service brand Licious expands to Mumbai and Pune markets

26th April 2019. Economic Times

Online meat service startup Licious, run by Delightful Gourmet, today announced that it has expanded its services to Mumbai and Pune markets. The Bengaluru-based company had raised a round of funding of \$25 million in December 2018...[more](#)

Agri-tech startup Ninjacart raises \$100 million from Tiger Global

27th April 2019. The News Minute

Vegetables, fruits and grocery supply chain startup Ninjacart said on Friday that it has raised \$100 million (Rs 699 crore) from leading investment firm Tiger Global to build capacity for serving retailers and restaurants across the country...[more](#)

Charcoal Eats in advanced talks to raise Rs 40 crore

03rd May 2019. Money Control

Mumbai-based quick service restaurant (QSR) chain Charcoal Eats is in advanced talks to raise around Rs 40 crore through institutional venture capital funds, according to a top executive of the company...[more](#)

BigBasket raises \$150m in funding, targets profitability this year

06th May 2019. [Economic Times](#)

Supermarket Grocery Supplies, which owns and runs BigBasket, has closed \$150 million in funding led by Mirae Asset-Naver Asia Growth Fund, Alibaba and UK government-owned CDC Group, cofounder Vipul Parekh confirmed to ET...[more](#)

Chumbak raises Rs70 cr from Gaja Capital, Others

06th May 2019. [Economic Times](#)

Lifestyle company Chumbak Design has raised ₹ 70 crore in series D fund-raising from investors led by home-grown private equity fund Gaja Capital...[more](#)

Retail tech startup Peel-Works raises \$5 million from Equanimity Ventures, HDFC Bank, others

06th May 2019. [Economic Times](#)

Peel-Works, a software-as-a-service and big data analytics platform for small-and-medium-sized retailers has raised \$5 million in Series B funding...[more](#)

Sachin Bansal's BAC Acquisitions bets on grocery startup Milkbasket

29th April 2019. [VCCircle](#)

Gurugram-based micro-delivery grocery startup Milkbasket on Monday said it has raised Rs 20 crore (\$2.8 million) from BAC Acquisitions, the personal investment vehicle of Flipkart co-founder Sachin Bansal...[more](#)

Merger And Acquisitions

Firmenich acquires majority stake in PE owned VKL Seasoning

01st May 2019. [Economic Times](#)

Swiss fragrance and flavour company Firmenich has acquired a majority stake in VKL Seasoning from Indian private equity fund True North...[more](#)

McDonald's to take over 165 Vikram Bakshi's outlets

08th May 2019. [Economic Times](#)

Next time you walk into a McDonald's branded outlet in a city in North or East India, you could actually be biting into a genuine McDonald's burger with the global fast-food giant set to settle its long drawn dispute with its estranged Indian partner Vikram Bakshi...[more](#)

Uber Eats Close To Selling Indian Food Delivery Business To Swiggy

08th May 2019. [Business World](#)

Uber Eats, the food delivery arm of ride-hailing app Uber Technologies Inc, is close to a deal to sell its Indian business to Bengaluru-based Swiggy, the Economic Times reported on Friday...[more](#)

Wipro's consumer arm acquires Filipino personal care firm Splash

29th April 2019. [VCCircle](#)

The company, as per a press statement, has acquired Splash Corporation, known to be the largest personal care company in the Philippines, for an undisclosed sum...[more](#)

Tata Global Beverages to acquire Dhunseri Tea's Kalaghoda, Lalgoda brands

23rd April 2019. [VCCircle](#)

Tata Global Beverages Ltd said on Tuesday it has signed a non-binding term sheet to acquire the branded tea business of Dhunseri Tea & Industries Ltd...[more](#)

Flipkart in talks to buy Namdhari's Fresh

02nd May 2019. [Economic Times](#)

Flipkart is in talks to buy Indian grocery chain Namdhari's Fresh, people familiar with the deal said, as the homegrown retailer majority-owned by Walmart seeks to expand its food and grocery segment...[more](#)

Blackstone to buy majority stake in Essel Propack for up to \$460 mn

22nd April 2019. [VCCircle](#)

Blackstone Group LP, the world's biggest private equity firm, has agreed to acquire a majority stake in Indian packaging company Essel Propack Ltd for as much as Rs 3,211 crore (\$460 million)...[more](#)

Corporate News

Lenders approve Patanjali's Rs 4,325 cr bid for Ruchi Soya

29th April 2019. [Economic Times](#)

Patanjali acquired Ruchi Soya Industries in an insolvency auction started by lenders to recover over Rs 9,300 crore loans...[more](#)

Farmer tiff worries PepsiCo headquarters

29th April 2019. [Economic Times](#)

Global brass concerned over backlash generated by company's legal fight with Gujarat potato growers. PepsiCo has sued nine farmers in Gujarat for alleged "rights infringement" on the grounds that they "illegally" grew its registered FC5 potato variety used to make Lays chips...[more](#)

Amul to be principal sponsor of Afghanistan cricket team at ICC World Cup

07th May 2019. [Money Control](#)

Dairy major Amul will be the principal sponsor of the Afghanistan cricket team for the upcoming ICC World Cup hosted by England and Wales, its Managing Director R S Sodhi said May 7...[more](#)

Swiggy leverages slice of life advertising and hyperlocal marketing to woo users

02nd May 2019. [Live Mint](#)

In its ongoing IPL campaign, the platform builds on its quick delivery theme from last year urging consumers to enjoy the cricketing action while Swiggy takes care of their food needs...[more](#)

Nestle India gets shareholders' nod for continuation of royalty payments to Swiss parent firm

26th April 2019. [Firstpost](#)

FMCG major Nestle India said Thursday its shareholders have cleared a proposal for the continuation of royalty payments to its Swiss parent firm Societe des Produits Nestle SA...[more](#)

Amazon rushes to kirana stores to take on RIL's 'new commerce' plans

25th April 2019. [Business Standard](#)

Amazon India seems to be gearing up for the impending e-commerce battle with Reliance Industries (RIL) by systematically adding its own set of kirana stores...[more](#)

Britannia Industries seeks legal advice on Ness Wadia's role

03rd May 2019. [Economic Times](#)

Wadia group company Britannia Industries has sought external legal opinion over the continuation of Ness Wadia as director at the insistence of independent members of the board, following his conviction in Japan for possession of cannabis...[more](#)

Rivals snack on Pepsico's share despite leader's 'good show'

07th May 2019. [Economic Times](#)

PepsiCo retained its leadership in the packaged snacks category, although the market share of mainstay brands Lay's and Kurkure shrank by both value and volume in the year ended March 2019...[more](#)

Why are food aggregators leveraging the delivery-only model?

06th May 2019. [Economic Times](#)

Cloud kitchens can take customers' orders and deliver them for food brands. It is especially helpful for small and budding restaurateurs...[more](#)

Food & Beverages

Rise of food aggregators helping QSR chains: Panellists at VCCircle summit

25th April 2019. [VCCircle](#)

Quick-service restaurants have fared better than their casual- or fine-dining counterparts thanks to the deep penetration capabilities of food aggregators such as Swiggy, said panellists at the VCCircle Consumer and E-Commerce Investment Summit 2019 on Thursday...[more](#)

Packaged breakfast and ready-to-eat products find takers in Bharat

07th May 2019. [Economics Times](#)

Brands seem to be making a beeline for Bharat when it comes to breakfast. Packaged breakfast and ready-to-eat products, aimed primarily at urban middle-class as time-saving and convenient options...[more](#)

Alpenliebe and Baskin Robbins introduce Juzt Jelly Strawberry Paradise

02nd May 2019. [F n B news](#)

Perfetti Van Melle India has tied up with Baskin Robbins to introduce the co-branded ice cream variant Alpenliebe Juzt Jelly Strawberry Paradise in India. As a part of this partnership, Alpenliebe Juzt Jelly is used as a key ingredient in the co-branded ice-cream...[more](#)

Bar on using express air cargo for biscuits, chocolates hampering exim trade

03rd May 2019. [F n B news](#)

Indian exporters and importers are facing a new trade barrier in accessing the fast track express services -air cargo, and this was particularly detrimental to the transport of perishable items including food products like biscuits, and chocolates...[more](#)

Café Coffee Day introduces new range of beverages, Fruitylicious Fiesta

27th April 2019. [F n B news](#)

Café Coffee Day has launched its new Fruitylicious Fiesta menu. This special menu, comprising fruity beverages, has been specially crafted using a mix of all-time favourite and unique fruits, blended with a creamy milk, coffee or ice base...[more](#)

Fresca Juices launches Fresca Fruzo in 4 flavours; Enters CFD category

26th April 2019. [F n B news](#)

Fresca Juices, one of the fastest-growing packaged fruit juice brands in the Indian market, has launched Fresca Fruzo, its own offering in the CFD (carbonated fruit drink) category, Fresca Fruzo, with four brand new variants...[more](#)

Indianised burger chain Burger Singh unveils five new burgers, beverages

26th April 2019. [F n B news](#)

Burger Singh, has launched five new burgers (which are twists on their popular offerings). These include both vegetarian and non-vegetarian options, such as Shahi Paneer, Mac and cheese, Andewalla, Udta Punjab 2.0 with a cheese-filled patty (which is a bigger, revamped version of the old Udta Punjab) and 377 Pack...[more](#)

Food & Beverages Colour Fixing Agents Market to reach US\$3.27bn by 2025

03rd May 2019. F n B news

The F&B Colour Fixing Agents Market is set to grow from its current market value of more than \$2.4 billion to over \$3.27 billion by 2025; as reported in a latest study by Global Market Insights, Inc...[more](#)

ITC Foods plans exports to Dubai & Saudi Arabia

03rd May 2019. Money Control

ITC Foods plans to expand its dairy business through exports in the next few months, Sanjay Singal, COO - Dairy and Beverages, told Moneycontrol in an interview...[more](#)

Consumer Durables

Reliance Digital to add 100 stores over next one year

02nd May 2019. IBEF

Reliance digital is planning to expand its consumer durables business as it seeks to reach more households across country...[more](#)

Livpure enters air conditioner category

23rd April 2019. IBEF

Consumer electronics firm Livpure that started out by selling water purifiers is now launching smart air conditioners at the onset of summers...[more](#)

Consumer & FMCG

Focused on profits, Sony to stay away from pricing war

30th April 2019. Economic Times

Sony India has decided to step away from a pricing war with Chinese and online brands in the Indian market and bucking the trend, the Japanese consumer electronics giant wants to grow profit in India instead of chasing volume, managing director Sunil Nayyar said...[more](#)

Assam based Numaligarh Refinery Limited made foray in food grade wax

27th April 2019. Economic Times

Assam based Numaligarh Refinery Limited (NRL) made foray in food grade wax. According to NRL Food Grade Wax or Type-I Wax as classified by the Bureau of Indian Standards (BIS), is a top of the line...[more](#)

Corporate Action & Management

Mother Dairy Fruit & Vegetable appoints Sangram Chaudhary as the new MD

02nd May 2019. F n B news

The Board of Directors of Mother Dairy Fruit & Vegetable Pvt. Ltd has appointed Sangram Chaudhary as the new managing director of the organisation. Chaudhary took charge with effect from May 1, 2019...[more](#)

Best Regards



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From the desk of,

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