



Consumer & FMCG Newsletter

Investment and Exit

Food start-up Zorambo to invest \$50 million in cafe segment

1st April 2019. Economics Times

Hospitality start up Zorambo Hogareno Restaurants will invest \$50 million to set up 200 premium cafe outlets under the Zorambo brand name in India, UK, Ireland, Germany and Singapore over 48 months, founder Sunil Aswal said ...[more](#)

Food still on Amazon menu, parent firm invests Rs 240 crore

1st April 2019. Economics Times

Amazon has pumped Rs 240 crore (approx \$35 million) in its Indian food-only retail business, which acts as a seller of groceries and other packaged food products to the company's local ecommerce marketplace...[more](#)

BigBasket joins the league of unicorn club post \$150 million funding

30th March 2019. Economics Times

Grocery e-tailer BigBasket has closed a \$150-million round led by South Korea's Mirae Asset Global Investments, regulatory filings show, valuing the company at a little over \$1.2 billion...[more](#)

SoftBank Sniffs Out Fresh Opportunities In Foodtech, Healthtech Startups In India

25TH March 2019. Agro & Food Processing

Japanese conglomerate SoftBank has never been shy of betting big on Indian startups, having invested more than \$10 Bn in the last few years across sectors such as ecommerce, mobility and hospitality...[more](#)

Fund Raise

Baxi-Fresh raises Rs 2 crore from existing investors

1st April 2019. Economics Times

Delivery startup Baxi-Fresh Monday said it has raised Rs 2 crore from its existing investors, including Alok Mittal, founder and CEO of Indifi Technologies, Nitin Singhal, a UK-based angel investor and Mahendra Pratap, founder and CEO of Shiksha Infotech...[more](#)

Hielo Beverages to raise funding for expansion

22nd March 2019. Economics Times

Two years after kicking off operations, packaged beverage start-up Hielo Peaur Beverages is looking to raise funds for expansion, company chief executive Piyush Mathur said...[more](#)

Dairy supply chain start-up MilkLane raises funding worth Rs 27 crore

2nd April 2019. FnB News

MilkLane, a Bengaluru-based dairy supply chain start-up, has raised Rs 27 crore in pre-Series A funding from Pioneering Ventures, Schreiber Foods and ultra-high net worth families...[more](#)

Britannia Industries raises Rs 500 cr via bonds

4th April 2019. Money Control

Food company Britannia Industries on Thursday said it has raised Rs 500 crore through issuance of commercial paper...[more](#)

Foodtech Startup Box8 Raises \$15 Mn In Series C Round led By eWTP Ecosystem

30th March 2019. INC42

Mumbai-based foodtech startup Box8 has raised \$15 Mn in its Series C funding round, led by eWTP Ecosystem Fund...[more](#)

Merger And Acquisitions

Varun Beverages gets CCI nod to acquire PepsiCo's franchise rights

25th March 2019. Economics Times

PepsiCo India's bottling partner Varun Beverages Ltd (VBL) Monday said it has received nod from the Competition Commission of India for its proposal to acquire franchise rights of the foods and snacks major in southern and western India...[more](#)

Milkbasket acquires Veggie India to boost household base

27th March 2019. [Economics Times](#)

Grocery and milk delivery startup Milkbasket has acquired Noida-based grocery delivery platform Veggie India for an undisclosed amount in a bid to strengthen its foothold in the Delhi NCR region and expand its household base to more than 1,00,000...[more](#)

WayCool Foods acquires stake in Chennai-based RTC player Benani Foods

26th March 2019. [FnB News](#)

Chennai-based food supply chain company WayCool Foods and Products Pvt Ltd has taken a significant equity stake in Benani Foods Private Limited, which manufactures ready-to-cook products and food ingredients and is also based in Chennai...[more](#)

Corporate News

Coffee Board wakes up and smells the blockchain in Eka platform

29th March 2019. [Economics Times](#)

Bengaluru-headquartered digital commodity management platform Eka Software, which counts mining giant Rio Tinto and agriculture major Cargill among its customers, has taken its first step to grow in its home market by creating a blockchain platform for coffee farmers in India...[more](#)

India, SL tie up for temp-controlled cold storage facility in Dambulla

1st April 2019. [FnB News](#)

The foundation stone for a new 5,000-metric tonne temperature-controlled cold storage facility for perishables was laid in Dambulla by Harsha de Silva, Sri Lanka's minister of economic reform and public distribution and Shilpak N Ambule, deputy high commissioner of India...[more](#)

Tetra Pak to unveil digital tech for food plants at Hannover Messe '19

1st April 2019. [FnB News](#)

Tetra Pak will unveil its factory of the future, where digital technology revolutionises the way food manufacturing plants operate, at Hannover Messe 2019, which is currently underway in the German city and will conclude on April 5, 2019...[more](#)

Swiggy, UberEats can't tally numbers for a deal

5th April 2019. [Economics Times](#)

Swiggy and UberEats India have stalled their merger talks after months of negotiations as the two food delivery companies could not agree on the financial terms and taxation clauses of the proposed deal, three people aware of the matter said...[more](#)

Thermo Fisher Scientific and FSSAI to open food safety solution centre

5th April 2019. [FnB News](#)

Thermo Fisher Scientific Inc, the world leader in serving science, in collaboration with the Food Safety and Standards Authority of India (FSSAI), announced the opening of an advanced, sophisticated food safety solution centre in Ghaziabad, Uttar Pradesh...[more](#)

Lavazza launches Lavazza Blue Classy range of coffee machines in India

29th March 2019. [FnB News](#)

Lavazza, the iconic Italian coffee brand, has launched the Lavazza Blue (LB) range of coffee machines for the away-from-home segment and office coffee service in India. It comprises three models, viz. Classy Milk, Classy Compact and Classy Mini...[more](#)

Home & Kitchen

Oyo Rooms looks to build own cloud kitchen brands

5th April 2019. [Live Mint](#)

Budget hotel startup Oyo Rooms (Oravel Stays Pvt. Ltd) plans to create cloud kitchen brands, as part of its strategy to become a full-fledged hospitality chain, said three people familiar with the company's plans, requesting anonymity...[more](#)

Food & Beverages

Amul enters the fruit juice market

28th March 2019. [Economics Times](#)

Gujarat Cooperative Milk Marketing Federation Limited (GCMMF) intends to leverage brand Amul and its pan-India distribution network to diversify in new categories...[more](#)

Zomato expands food delivery business to 213 cities across India

1st April 2019. [Economics Times](#)

With the launch in 17 new cities, Zomato has expanded its online ordering and food delivery services to 213 cities in India, the online restaurant guide and food ordering firm said Monday...[more](#)

Brewhouse Ice Tea to launch carbonated teas; scale-up in health space

23rd March 2019. [Economics Times](#)

Delhi-based bottled beverage startup Brewhouse Ice Tea, which is rolling out carbonated ice tea under the same brand name, is looking to scale its beverage business as peak summer season kicks in, company founder and chief executive Sidharth Jain said...[more](#)

iD Fresh to offer organic range 25% cheaper than processed organic foods

29th March 2019. [FnB News](#)

iD Fresh, a catalyst to the fresh food movement in India, has now revamped its product portfolio to go organic. The company is all set to offer the range at 25 per cent lesser than the price of the processed organic range currently available in the market...[more](#)

India and the Arab World working together for food security

4th April 2019. Agro & Food Processing

Food security is one of the major worries of many nations today and in this regard India and the Arab World are working towards ensuring long term energy security as well as food security for each other...[more](#)

Coca Cola India looks for alternatives, hence tapping into "ethnic drinks"

30th March 2019. Agro & Food Processing

As consumers turn health-conscious at a rapid clip even in emerging markets, Coke's mission globally is now to sell a lot more than just, well, Coke...[more](#)

Consumer Durables

Sharp ties up with Chennai's Eltech to distribute air-conditioners

29th March 2019. Economics Times

Japanese Electronics manufacturer Sharp Corporation has signed a distribution agreement with Chennai-based Eltech Appliances to cater to the Indian market...[more](#)

India's consumer goods no longer fast-moving

25th March 2019. Economics Times

India's overall fastmoving consumer goods (FMCG) market shrank in the 2018 calendar year despite branded products, especially from listed companies, seeing double-digit growth, indicating falling demand for unbranded and unorganised products...[more](#)

Joint Venture

Himalayan Creamery and Mr. Milkman, tie up to launch Milk Subscription and delivery application

22nd March 2019. FMT Magazines

Himalayan Creamery, one of the fastest growing dairy farms in Punjab has partnered with Delhi based Dairy tech startup, Mr. Milkman to launch co-branded application for milk Subscription and delivery service in Punjab...[more](#)

FMCG

Unilever-owned Blueair looks to expand in India

30th March 2019. Economics Times

Unilever-owned indoor air purification technology company Blueair wants to expand in the Indian market utilising the distribution and sales strength of Hindustan Unilever Blueair's global CEO Henk in 't Hof said...[more](#)

FMCG cracks the Patanjali code, naturally

27th March 2019. Economics Times

Patanjali Ayurved disrupted the Indian fast-moving consumer goods (FMCG) sector with nature-based products in various categories to challenge the dominance of companies such as Hindustan Unilever (in the past three-four years...[more](#)

Marico to foray into organic food space with Coco Soul

22nd March 2019. The Hindu Business Line

In a bid to strengthen its premium product portfolio, leading FMCG company Marico Ltd is launching a new brand, Coco Soul...[more](#)

Best Regards



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Believe in values

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