

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

22nd May to 7th June 2019

Consumer & FMCG Newsletter**Investment and Exit****RPSG invests \$ 2 million in personal care brand mCaffeine**

4th June 2019. Economic Times

A consortium of investors and RPSG Ventures, a fund backed by RP-Sanjiv Goenka Group, has invested \$2 million into skin and hair care brand mCaffeine...[more](#)

MTR Foods sets up Rs 50 Cr startup fund

29th May 2019. Business Today

MTR Foods, a Bengaluru-based packaged food player has set up Rs 50 crore seed fund to invest in startups that are engaged in food processing and is actively considering investing in a couple of firms, a top company official said here Wednesday...[more](#)

PepsiCo to invest in food manufacturing plant in UP worth \$70 million

3rd June 2019. Agro & Food Processing

PepsiCo India has announced that it will invest USD 70 million to build a food manufacturing plant in Uttar Pradesh along with its local bottling partner Varun Beverages; the new food processing greenfield plant will create new jobs and will also improve cold storage infrastructure in the state...[more](#)

Danish Sports Lifestyle Brand Hummel Opens 5 Franchise Stores Across India

23rd May 2019. Franchise India

Danish sports lifestyle brand Hummel International has launched five franchise stores in Bengaluru, Pune, Chennai, Surat and Amritsar, foraying into the Indian retail market. In its first year of operations in the country, the brand will invest \$5.5 million...[more](#)

Amul To Invest Rs 600 Crore This Fiscal On Capacity Expansion

27th May 2019. Business Standard

GCMMF, which markets dairy products under the Amul brand, will invest Rs 600- 800 crore this fiscal in setting up new milk processing plants and expanding capacity of existing units, the company's MD R S Sodhi said...[more](#)

Reckitt Benckiser to invest \$200 mln in UK, U.S. units this year

5th June 2019. ET Retail

Dettol and Lysol maker Reckitt Benckiser Group Plc will invest an additional \$200 million in its UK and U.S. units this year, including a \$70 million investment in a Michigan manufacturing facility...[more](#)

Lenskart to become the next unicorn! Softbank to invest \$350m at \$1.3bn valuation

27th May 2019. Business Today

India's booming unicorn club may get a new entrant soon, if eyewear retailer Lenskart manages to land the investment deal being hashed out with SoftBank Group Corp, the world's largest technology investor...[more](#)

Fund Raise**Pet care tech startup Floap raises capital from leading angel investors**

4th June 2019. Economic Times

Floap, the Bengaluru-based pet care tech company has raised an undisclosed amount in seed funding from leading international and India-based angel investors...[more](#)

Milkbasket raises \$10.5 mn from Unilever Ventures

4th June 2019. [Economic Times](#)

Grocery delivery startup Milkbasket Tuesday said it has raised an additional \$10.5 million (approx Rs 69.20 crore) in its latest round of funding led by Unilever Ventures, with participation from Mayfield India, Kalaari Capital, and Blume Ventures and few Indian family offices...[more](#)

Bira raises \$10M in debt funding, to ramp up output, Know-how Information

4th June 2019. [News Paper 24](#)

B9 Drinks, which manufactures and sells widespread craft beer model Bira 91, is believed to have closed a \$10 million debt financing spherical, whereas additionally hitting the highway to lift \$50-\$75 million in contemporary fairness financing...[more](#)

FreshToHome raises Rs 76 crore in Series-A funding round

27th May 2019. [Indian Retailer](#)

FreshToHome, an online seller of fresh fish and meat, has raised Rs 76 crore from a group of investors. The Series-A round of funding has been led by Hong Kong-based CE Ventures for funding its expansion into more cities and strengthen the supply chain...[more](#)

SoftBank may serve up fresh funds to the tune of \$300- 500 million for Swiggy

4th June 2019. [Live Mint](#)

Food delivery startup Swiggy is in advanced talks to raise as much as \$1 billion from investors, including \$300- 500 million from SoftBank Group, stealing a march on rival Zomato, which was also wooing the Japanese firm for a mega investment, four people familiar with the development said...[more](#)

Bajaj Electricals to raise Rs 600 crore through various means

22nd May 2019. [Money Work 4 me](#)

Bajaj Electricals has received approval to raise funds for an aggregate amount of upto Rs 600 crore through issuance of equity shares or any other equity linked instruments or securities...[more](#)

CityFurnish gets \$5 million from YouTube founder, others

7th June 2019. [Econmic Times](#)

Online furniture and consumer appliances rental company CityFurnish has raised \$5 million from a clutch of investors in its Series round of equity financing...[more](#)

Paytm, others may put \$15 million in HungerBox

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

Paytm is leading a \$15 million funding round in HungerBox, a Bengaluru-based food-catering platform targeted at enterprises...[more](#)

Merger And Acquisitions

NCLT approves Heinz India-Zydus Nutritions merger: Zydus Wellness

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

Consumer healthcare firm Zydus WellnessNSE 0.65 % Friday said the National Company Law Tribunal (NCLT) has approved scheme of amalgamation between two subsidiaries -- Heinz India Pvt Ltd with Zydus Nutritions Ltd -- post which, Heinz India has ceased to be in existence...[more](#)

Patanjali seeks PSU bank funds for Ruchi Soya buy

30th May 2019. [Economic Times](#)

Patanjali Ayurveda has approached state-run banks to help fund its Rs 4, 350 crore acquisition of Ruchi Soya Industries said people with knowledge of the matter...[more](#)

Snapdeal in talks to acquire Shopclues

22nd May 2019. [Live Mint](#)

E-commerce platform Snapdeal is in talks to acquire rival ShopClues in a deal likely to be pegged around \$200- \$250 million, according to sources...[more](#)

Givaudan inks agreement to acquire Vietnamese flavour company Golden Frog

3rd June 2019. [FnBnews](#)

As part of its 2020 strategy to strengthen its naturals capabilities and its presence in the high-growth markets of Asia Pacific, Givaudan announced that it has reached an agreement to acquire Golden Frog, a Vietnamese flavour company...[more](#)

Waycool Foods acquires Farm Taaza's supply chain biz

5th June 2019. [ET Retail](#)

Chennai-based food tech enterprise Waycool Foods has acquired the supply chain business of Bengaluru-based B2B fresh produce e-retailer Farm Taaza for an undisclosed amount...[more](#)

Hatsun Agro Product completes acquisition of Cattle Feed unit in Maharashtra

3rd June 2019. Money Work 4 me

Hatsun Agro Product completed acquisition of Madhur Pashu Aahar's Cattle Feed unit located at Chandolewadi, Tai Sangola in the state of Maharashtra having a production capacity of 100 Tonnes per day on an outright asset purchase basis...[more](#)

GSK Consumers Healthcare gets shareholders' approval for merger with HUL

2nd June 2019. Economic Times

The company has received 99.99 per cent votes in favour of the scheme of amalgamation among the company and Hindustan Unilever Ltd (HUL) in the National Company Law Tribunal-convened meeting of the equity shareholders on June 1, 2019...[more](#)

Corporate News

Pepsi goes the regional route yet again to launch Poppadoms in South India

5th June 2019. FMT Magazine

The world famous cola giant, PepsiCo does it yet again and has now launched poppadoms', a hand-made, fried or roasted homemade side eaten widely in south India with the traditional sambhar-rice and rasam, under its brand Lay's...[more](#)

Indigo Paints takes to aggressive advertising to improve brand recognition

5th June 2019. ET Retail

In an industry where brand visibility has a large impact on sales, Pune-based Indigo Paints spent close to 10% of its revenue last fiscal on television commercials to make a mark for itself in the highly competitive Indian decorative paints industry...[more](#)

Filter coffee is passé: Bulletproof coffee with a keto twist is taking over Bengaluru

3rd June 2019. ET Retail

Coffee, butter and oil. Separately, the three hardly make for a balanced breakfast or even a complete food group. Together, however, this blend of brewed coffee, unsalted butter and virgin coconut oil has become the newest diet trend...[more](#)

Lenskart opens 500th store in Bengaluru

27th May 2019. ET Retail

Eyewear retailer Lenskart has opened its 500th store in Bengaluru. The store is spread across 5000 sq. ft area, the company said in a statement...[more](#)

Swiggy launches 'Daily' app for homestyle meals

3rd June 2019. Economics Times

Homegrown food delivery startup Swiggy on Monday launched "Swiggy Daily", an app to give consumers access to a variety of simple homestyle meals prepared by home chefs, tiffin service providers and organised vendors...[more](#)

Home & Kitchen

Tupperware to Provide Multi-Use Containers for Food Distribution at Disaster Sites

31st May 2019. Kitchenware News

Tupperware Brands Corporation and World Central Kitchen are collaborating to reduce the impact of single-use plastic waste in disaster relief efforts by providing in-kind reusable Tupperware® products and logistical support for unforeseen disasters around the globe...[more](#)

Food & Beverages

Fruit and vegetable brand Second Nature set to enter Delhi, Bangalore and Hyderabad

24th May 2019. Economic Times

A homegrown fruit and vegetable brand, Second Nature, developed by fresh fruit exporter Freshtrop Ltd is all set to enter Delhi, Bangalore and Hyderabad...[more](#)

Azim Premji-backed ID Fresh Food enters US Market with South Indian Filter Coffee

31st May 2019. Economic Times

Launched in India and UAE last year, the packaged fresh food brand has taken its ready-to-use South Indian filter coffee decoction to stores in US cities including San Francisco, Los Angeles, New York and Chicago...[more](#)

Mondelez launches Bournvita Biscuits' Banana & Oats variant in two packs

3rd June 2019. FnBnews

Bournvita Biscuits, which has established itself as a Subah ka Biscuit, has launched a new variant - Bournvita Biscuits - Banana and Oats - in two packs - while one is priced at Rs 10, the other is priced at Rs 25...[more](#)

IITC launches dairy beverage range Sunfeast Wonderz Milk in four variants

7th June 2019. FnBnews

IITC Limited has entered the rapidly-growing ready-to-drink mil-based beverage segment with the launch of Sunfeast Wonderz Milk in four variants - Fruit 'n' Milk in two flavours (Mango and Mixed Fruit), Shakes and Nut Shakes...[more](#)

Licious establishes India's first seafood experience centre in Gurgaon

7th June 2019. FnBnews

Licious, India's leading fresh meat and seafood brand, has now set up the country's first meat and seafood experience centre at Gurgaon's Galleria Market. Plans are afoot to establish 7Nj more such centres over the next year...[more](#)

Food ministry asked to design transparent online mechanism for sugar distribution

5th June 2019. Economics Times

The food ministry has been asked to put in place a transparent online mechanism for sugar distribution before seeking Cabinet approval for supplying the sweetener to the poor at a subsidised rate ...[more](#)

Food regulator wants exports too on its plate

4th June 2019. Economics Times

India's regulator for the foods industry has proposed changes to the Food Safety and Standards Act (FSS Act), seeking to bring within its purview export consignments that have hitherto remained unregulated by a domestic agency ...[more](#)

Consumer Durables

Thangamayil Jewellery to open new branch in Tamil Nadu

28th May 2019. Money Work 4 me

Thangamayil Jewellery is going to open its 38th Branch at Sattur- Virudhunagar District, Tamil Nadu on May 29, 2019...[more](#)

Joint Venture

CN-IFFCO Laid Foundation stone of Rs. 550 cr in Ludhiana

3rd June 2019. Agro & Food Processing

Punjab Chief Minister Captain Amarinder Singh recently laid the foundation stone of CN-IFFCO food processing plant in Ludhiana, Punjab. CN-IFFCO is a joint venture between Spain's leading food processing company, Congelados de Navarra (CN Corp) and the Indian Farmers Fertilizer Cooperative Ltd. (IFFCO)...[more](#)

TTK Prestige enters into partnership with Satin Creditcare Network

30th May 2019. Money Work 4 me

TTK Prestige has entered into partnership with Satin Creditcare Network to provide affordable and healthy cooking solutions to low income groups in South India...[more](#)

US Cranberries partners with Indian nutritionist and dietitian Narang

3rd June 2019. FnBnews

US Cranberries has collaborated with Sonia Narang, a popular nutritionist and dietician in India. In her new role, she will work towards promoting the health benefits of US Cranberries in the country...[more](#)

ITC joins hands with Pune city body for plastic waste management

6th June 2019. Money Work 4 me

ITC has joined hands with the Pune Municipal Corporation and a waste-pickers cooperative to collect and process multi-layered plastic (MLP) waste in the city. The company has launched the model for sustainable management of MLP waste on an end-to-end basis in partnership with SWaCH and the Pune civic body...[more](#)

Consumer & FMCG

Fabindia Plans To Expand Retail Footprint In Eastern India

23rd May 2019. Franchise India

Home and lifestyle brand Fabindia is planning to expand its retail footprint in eastern India with 10 new stores. These new stores will mostly be franchise-owned as the brand is focusing on franchisees...[more](#)

Innisfree To Open Its 1st Store In Hyderabad

29th May 2019. Franchise India

innisfree, the Korean naturalism brand from the pristine Jeju Island, South Korea, will soon open its first store in Hyderabad. This store will be the brand's eighteenth outpost in India...[more](#)

ITC signs Boman Irani as new brand ambassador for its health & hygiene brand Savlon

30th May 2019. Money Work 4 me

ITC has signed Bollywood actor Boman Irani as the new brand ambassador of its health and hygiene brand Savlon, replacing badminton player Saina Nehwal, who was appointed as the face of the brand in 2016...[more](#)

Beverage company Beam Suntory gets its new Managing Director for India

27th May 2019. People Matter

One of the world leaders in premium spirits, Beam Suntory has appointed Neeraj Kumar to serve as Managing Director, India, with effect from May 2019...[more](#)

Aditya Birla Group elevates Sushil Agarwal as group CFO

31st May 2019. People Matter

Sushil Agarwal, CFO of Grasim, and an Aditya Birla Group veteran, has been elevated as the Group CFO. The elevation is in recognition of his three-decade-long association with the group...[more](#)

Zara owner Inditex names new CEO to drive online growth

24th May 2019. People Matter

The world's biggest clothing retailer Inditex which owns Zara is splitting its dual role of chief executive and chairman, leaving Pablo Isla to lead the company and appointing Carlos Crespo as new CEO as it looks to double down its digital strategy in driving sales growth...[more](#)

Crocs appoints new GM for India

24th May 2019. People Matter

Global casual footwear brand Crocs Inc has named Sumit Dhingra as the new General Manager for India, Sri Lanka, and Nepal...[more](#)

Best Regards



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