



Consumer & FMCG

Fortnightly Newsletter

5th October to 22nd October 2019

Consumer & FMCG Newsletter

Investment and Exit

Ayushmann Khurrana invests in Helios Lifestyle

22nd Oct 2019. ET Retail

Actor Ayushmann Khurrana has invested an undisclosed amount in Helios Lifestyle, the parent entity of The Man Company, a men's grooming brand... [more](#)

CX Partners buys majority in Thalappakatti Biryani for Rs 260 crore

20th Oct 2019. ET Retail

Private equity firm CX Partners is picking up a majority 50.1 per cent stake in Dindigul Thalappakatti Biryani for Rs 260 crore in what will be one of the largest investments in a local restaurant chain brand in India... [more](#)

Wipro's \$28 Mn Venture Fund To Invest In 10 Startups

19th Oct 2019. INC 42

Wipro Enterprises' FMCG brand, Wipro Consumer Care and Lighting has allocated INR 200 Cr (\$28 Mn) to its venture fund... [more](#)

Ratan Tata To Invest In Electric Two-Wheeler Startup Tork Motors

14th Oct 2019. INC 42

With India's proposal of a complete switch to electric two and three-wheelers in a phased manner from March 2023, electric vehicle (EV) startups ... [more](#)

Investcorp Leads \$11.28 Mn Fresh Funding In Online Retailer Bewakoof

14th Oct 2019. INC 42

Thane-headquartered online retailer Bewakoof has raised a fresh funding round of INR 80 Cr (\$11.28 Mn)... [more](#)

Fund Raise

Premium Indian beer brand White Owl raises Rs 40 cr in Series B funding

21st Oct 2019. FnB News

White Owl - one of India's fastest growing premium beer brands - has received a growth capital investment of Rs 40 crore in Series B funding... [more](#)

Cars24 Eyes Rapid Expansion With \$100 Mn Series D Funding

17th Oct 2019. INC 42

Gurugram-based online used car marketplace Cars24 has raised \$100 Mn (INR 714 Cr) in Series D equity funding round... [more](#)

Zoomcar Raises INR 55 Cr From Parent Entity, WeWork India CEO

11th Oct 2019. INC 42

Bengaluru-based rental car service Zoomcar has raised INR 55.7 Cr mix of debt and equity from its US-based parent entity Zoomcar Inc... [more](#)

Club Factory Raises \$100 Mn To Bolster Open Platform Ecommerce Strategy For India

11th Oct 2019. INC 42

Chinese ecommerce giant Club Factory has announced a \$100 Mn Series D funding round led by venture capital firm Qiming Venture Partners... [more](#)

Ola Gets \$5.05 Mn Fresh Infusion From Pre IPO Fund

11th Oct 2019. INC 42

Bengaluru-based cab-hailing unicorn Ola is getting ahead with its preparation for public listing. The company has now received the first infusion from the IPO trust it had set up.... [more](#)

Merger And Acquisitions

Haldiram emerges as sole bidder to acquire Kwality offers ₹ 130 cr

11th Oct 2019. Agro n Food Processing

Haldiram group is surprisingly the only bidder for debt-ridden dairy firm Kwality and has offered of around ₹ 130 crore for acquiring it in the ongoing insolvency process... [more](#)

Future Retail To Buy Future Group's Retail Infra Assets As Biyani Looks To Cut Costs

11th Oct 2019. INC 42

Future Retail announced its intention to acquire retail infrastructure assets from its group company Future Enterprises Ltd ... [more](#)

Corporate News

Pepsi makes its debut in fashion industry

9th Oct 2019. Economics Times

Pepsi will mark its foray into the fashion industry through a collaboration with homegrown ready-to-wear label... [more](#)

FSM among initiatives launched by FSSAI to commemorate World Food Day

17th Oct 2019. FnB News

The Food Safety Mitra (FSM) scheme was one of the innovative initiatives launched by FSSAI on the occasion of World Food Day to strengthen food safety administration and scale up the Eat Right India (ERI) movement.... [more](#)

Ingredients derived from plants can help achieve required daily fibre

11 Oct 2019. FnB News

Food ingredients naturally derived from plants can help achieve the amount of daily fibre intake a person needs.... [more](#)

Stay Fit and Keto among health tech start-up Ripsey's plans for Mumbai

10 Oct 2019. FnB News

Ripsey, a health food tech start-up, offers plans like Stay Fit, Muscle Gain, Fat Loss and Keto through short-term subscription options for five days or four weeks.... [more](#)

McDonald's India (West & South) & RASCI team up to further Skill India

9 Oct 2019. FnB News

In what was a first-of-its kind initiative, McDonald's India (West and South) and the Retailers' Association Skill Council of India (RASCI)... [more](#)

Bata to add 500 more stores in next 5 years on franchise model

17 Oct 2019. ET Retail

Footwear major Bata India on Thursday said it will strengthen its presence in the domestic market by adding 500 stores in next five years, focusing mainly on smaller markets... [more](#)

Walmart to expand footprint in Uttar Pradesh

17 Oct 2019. [Agro N Food Processing](#)

Walmart India, the wholly-owned subsidiary of Walmart Inc., plans to expand its track in Uttar Pradesh by launching six more 'Best Price' modern wholesale stores in the state... [more](#)

Home & Kitchen

Ola Plans Pop-Up Stores For Its Cloud Kitchen Network, Starting With Khichdi Experiment

16th Oct 2019. [INC 42](#)

Bengaluru-based ride-hailing unicorn Ola has continued to traverse into newer verticals as well as countries.... [more](#)

Food & Beverages

Naturals Now eyeing expansion by 125 outlets, Rs 500 cr revenue by '25

21st Oct 2019. [FnB News](#)

Naturals Now, an offshoot of Mumbai's popular ice cream brand Naturals, is a experiential ice cream centre format, that plans to expand by 125 stores and take turnover to over Rs 500 crore by 2025... [more](#)

Flipkart's new local entity Flipkart Farmermart to focus on food retail

17th Oct 2019. [FnB News](#)

E-commerce giant Flipkart is expected to set up a new local entity, Flipkart Farmermart, which will focus on food retail in India... [more](#)

iD Fresh Foods launches SBU for filter coffee; Mohapatra to helm team

16th Oct 2019. [FnB News](#)

Bengaluru-based start-up iD Fresh Foods has launched a new strategic business unit (SBU) for South Indian filter coffee to fuel its business growth... [more](#)

Prasuma launches ready-to-eat momos; Eyes Rs 100 crore revenue by 2021

16th Oct 2019. [FnB News](#)

Using a timeless century-old recipe closely guarded by the Prasuma family for generations, delicatessen brand- Prasuma has now launched ready-to-eat fresh and frozen momos... [more](#)

Four desi variants added to Subway's Loaded Signature Wraps category

16th Oct 2019. [FnB News](#)

Subway India has added four new desi flavours - namely Mutton Keema, Chicken Seekh Masala, Soya Keema and Paneer Bhurji Masala - to its Loaded Signature Wraps category... [more](#)

Milktech Startup NutriMoo Bags Investment From IndoCan Honey

21st Oct 2019. [INC 42](#)

Gurgaon-based dairy & whole food brand NutriMoo on Monday received an equity funding worth more than \$ 1 Mn from IndoCan Honey Pvt Ltd, a north India-based honey exporter company.... [more](#)

Vodafone Idea To Build IoT-powered Smartcart To Sell Ice Cream

17th Oct 2019. [INC 42](#)

Vodafone Idea, one of India's largest telecom operators by subscriber base, has teamed up with dairy companies to create an internet of things (IoT) platform, which will help build an intelligent supply chain for ice cream based on real-time... [more](#)

Consumer Durables

China's Honor to enter India's smart TV market; to take on Xiaomi

15th Oct 2019. [Economics Times](#)

Chinese handset maker Honor will foray into India's smart TV market in the first quarter of 2020 and will launch competitive products... [more](#)

Samsung heir likely to make investment announcement in India

8th Oct 2019. [ET Retail](#)

South Korean firm Samsung Electronics Vice-Chairman Lee Jae-yong is in India, who may announce investment plans for business expansion in the country during ongoing festive season... [more](#)

Joint Venture

Mexican QSR Amigos Burrito Announces Its Expansion To PAN India

15th Oct 2019. Franchise India

Fast pace Mexican QSR Amigos Burrito partners with Franchise India for its expansion to PAN India... [more](#)

Consumer & FMCG

Bennet & Bernard Group enters FMCG space, unveils cold cuts in Goa mkt

17th Oct 2019. FnB News

Homegrown diversified firm Bennet and Bernard Group, which has majority business interests in eco-luxury real estate, hospitality and gastronomy, has forayed into the FMCG (fast-moving consumer goods) space with the launch of premium cold cuts under the banner of Artisan Deli in the Goa market... [more](#)

Bigbasket eyes equity in early stage food brands

21st Oct 2019. ET Retail

Online grocer Bigbasket is exploring equity investments in early stage consumer brands that sell on its platform through its accelerator programme... [more](#)

ITC to invest Rs 700 cr in food park in Madhya Pradesh

18th Oct 2019. Economics Times

Consumer goods major ITC chairman Sanjiv Puri on Friday said the company is planning to set up a food processing facility in Madhya Pradesh at an investment of Rs 700 crore... [more](#)

Best Regards



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