



Consumer & FMCG Newsletter

Investment and Exit

Milkbasket to invest Rs 10 crore to scale up business

11th June 2019. Economic Times

Grocery delivery startup Milkbasket Tuesday said it will invest Rs 10 crore to scale up its fresh fruits and vegetable category as it aims to set up to 10 more fresh sourcing centres across the country... [more](#)

Farm-focused Pioneering Ventures opens Rural India Impact Fund to push growth

10th June 2019. Economic Times

Agri-focused accelerator and investor Pioneering Ventures has launched its Rural India Impact Fund, a private equity fund with a targeted corpus of \$70 million, to provide growth capital exclusively to companies it has backed so far... [more](#)

Amazon in talks with NinjaCart to put funds in fresh produce space

17th June 2019. Economic Times

Amazon has held discussions with Bengaluru-based B2B fresh produce supply chain company NinjaCart for a potential investment, as the US-based technology leader looks to get a foothold in the sector... [more](#)

Major Brands Eyes Investing Rs 260 Crore To Expand Its Network

15th June 2019. Franchise

Major Brands (India), the Indian franchisee for several international lifestyle products, will invest around Rs 260 crore over the next four years to expand its retail network and for setting up a warehouse in South India... [more](#)

Fund Raise

IndiaMart investors are set for an IPO Windfall

21st June 2019. Economic Times

Risk capital investors in IndiaMart InterMesh, which owns and operates small and medium businesses-focused listing platform IndiaMART, are poised to reap rich returns as the Noida-based company gears up for its initial public offering (IPO) later this month... [more](#)

Biryani By Kilo pockets Series A cheque from IvyCap Ventures

20th June 2019. VC Circle

Biryani By Kilo, a delivery-focussed restaurant chain, has raised Rs 30 crore (\$4.3 million) in its Series A round of funding led by venture capital firm IvyCap Ventures... [more](#)

Jumbotail raises Rs 90 crore in Series B funding

12th June 2019. Economics Times

Jumbotail, an online wholesale marketplace for food and grocery products, has raised Rs 90 crore in a Series B round of funding led by Heron Rock, with participation from Capria Fund, BNK Ventures and William Jarvis and existing investors, Nexus Venture Partners and Kalaari Capital... [more](#)

Merger And Acquisitions

Aditya Birla Fashion to acquire Aavishkaar-backed e-commerce firm Jaypore

10th June 2019. VC Circle

Aditya Birla Fashion and Retail Ltd, a unit of the Aditya Birla Group, will acquire Jaypore E-Commerce Pvt. Ltd, which runs an eponymous ethnic items' marketplace... [more](#)

Tokyo's Fuji Electric acquires UPS maker Consul Neowatt

20th June 2019. [Economic Times](#)

Japanese electric & thermal energy major Fuji Electric Co. Ltd. has acquired Consul Neowatt Power Solutions, Chennai based leading power backup manufacturer for Rs.720 crore... [more](#)

ITC's Sunbean to take on Unilever's Bru and Nestle's Nescafe

21st June 2019. [Economic Times](#)

ITC has test launched an instant coffee brand that will directly compete with Hindustan Unilever's Bru and Nestle's Nescafe in the Rs 1,500-crore market... [more](#)

Corporate News

Dunzo Wants B2B to bring up orders to 25 million per month

19th June 2019. [Economic Times](#)

Dunzo is betting on its newly-launched business-to-business (B2B) offering to scale up transactions to 25 million a month over the next year, the Google-backed hyper-local delivery startup's chief executive said... [more](#)

Miniso Eyes Opening 800 Stores By 2020-End

10th June 2019. [Franchise](#)

Miniso, the Japanese designer brand, looks to open 800 stores by the end of 2020 in order to expand its footprint pan-India... [more](#)

Food & Beverages

Food firms add regional, ethnic flavours to offerings in bid to taste growth

19th June 2019. [Live Mint](#)

India's biggest food and beverage companies are increasingly adding ethnic flavours and indigenous ingredients to their packaged snacks and beverages, as consumers seek local tastes and regional palates... [more](#)

Parag Milk Foods launches premium milk brand in Singapore

10th June 2019. [Economic Times](#)

Dairy FMCG company Parag Milk Foods Monday said it has launched its farm-to-home premium milk brand 'Pride of Cows' in Singapore... [more](#)

Mondelez cuts sugar content in new variant of flagship brand Cadbury Dairy Milk by 30%

10th June 2019. [Economic Times](#)

Chocolate maker Mondelez has stripped down sugar content by 30% in a new variant of Cadbury Dairy Milk, India's largest chocolate brand, making it the first in the Rs 10,000-crore domestic chocolate market to do so... [more](#)

Happy Thai, India's first authentic Asian restaurant, to open in Worli

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

Happy Thai, India's first indigenous authentic Asian fast-casual dining chain is all set to open its first restaurant at Atria Mall, Worli, soon. The 85-seater restaurant, which will be open between noon and 11pm, will offer authentic Thai and Japanese cuisine... [more](#)

Dysco to host Bread and Butter: What's on the Table at BKC's WeWork

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

Dysco, the professional networking platform and community, will host Bread and Butter: What's on the Table - their first day-long offline event of the year - at WeWork, BKC, between 10am and 9pm on June 30, 2019... [more](#)

Coca-Cola forays into hydration with launch of sports drink Powerade

20th June 2019. [FnB News](#)

In line with its endeavour to provide a spectrum of beverage choices to the consumers, Coca-Cola India has launched Powerade, a sports beverage that delivers quick hydration and powers athletes and fitness enthusiasts... [more](#)

The Mushroom Benefit Ltd introduces new line of Umamis Crunchy Snacks

20th June 2019. [FnB News](#)

Mushroom innovators The Mushroom Benefit Ltd has introduced its new line of Umamis Crunchy Snacks, bringing exotic mushroom goodness to the snack aisles... [more](#)

Mango fest, at Gokulam Grand Hotel's My Place, to conclude on June 30

21st June 2019. FnB News

The mango festival, underway at My Place, at Bengaluru's Gokulam Grand Hotel and Spa, will conclude on June 30, 2019... [more](#)

Viman Nagar's Loft to launch breakfast menu on Saturdays and Sundays

19th June 2019. FnB News

Loft, at Pune's Viman Nagar, will launch their new breakfast menu soon. To be served between 9am and noon on Saturdays and Sundays, it will comprise a host of egg-based dishes... [more](#)

Consumer & FMCG

Flipkart rolls out flexible benefits for diverse workforce

18th June 2019. Economic Times

E-commerce marketplace Flipkart has introduced its new inclusive benefits program - FlexBen 2019, for its employees, said a company statement issued on Tuesday... [more](#)

Freshtohome hopes to double turnover to Rs 300 crore

13th June 2019. Economic Times

The fish,meat and vegetables e-commerce firm freshtohome.com is hoping to double its turnover to Rs 300 crore in the current year encouraged by the new round of funding to the tune of Rs 80 crore and expansion of footprint to more places... [more](#)

Made-in-India tag for Flipkart brands

10th June 2019. Economic Times

Walmart-owned Flipkart has moved a substantial proportion of its manufacturing and sourcing for inhouse brands from China and Malaysia to India over the past year, helping to cut costs and comply with the government's Make in India initiative... [more](#)

Risers Accelerator invests in organic skincare product maker Cosmetofood

12th June 2019. VC Circle

Startup accelerator Risers Accelerator has invested Rs 1 crore (\$144,100 at current exchange rates) in ayurvedic organic skincare product maker Cosmeto Food Organic Pvt. Ltd, which sells its products under the Cosmetofood brand... [more](#)

Kolhapuris, the famous leather chappal, get Geographical Indication tag

19th June 2019. Economic Times.

Kolhapuris, the sturdy leather chappal that rose from its humble rural origins to occupy the high table of fashion globally, now has a Geographical Indication (GI) tag... [more](#)

After mats and liquid Godrej targets mosquito repellent incense market

14th June 2019. Economic Times

Godrej, a market leader in the home insecticide category in the country, is aiming at gaining significant share of the Rs 600 crore mosquito repellent agarbatti market in the next few years... [more](#)

Khadi to be used for school uniforms in UP

21st June 2019. Economic Times

In order to promote the use of Khadi, the Yogi Adityanath government in Uttar Pradesh has decided that uniforms in government schools will now be made of this indigenous fabric... [more](#)

Joint Venture

Swiggy partners with Wipro's Glucovita to keep fleet energized this summer

11th June 2019. Economic Times

Online food ordering and delivery platform Swiggy has partnered with Wipro Consumer Care and Lighting's (WCCL) brand Glucovita to keep their delivery agents energised this summer... [more](#)

Corporate Action & Managment

Reckitt Benckiser Group Plc names Laxman Narasimhan as global CEO

13th June 2019. Economic Times

Reckitt Benckiser Group Plc (RB) on Wednesday named Indian executive Laxman Narasimhan as global chief executive, succeeding outgoing chief executive Rakesh Kapoor... [more](#)

Best Regards



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