

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

8th May to 22nd May 2019

Consumer & FMCG Newsletter**Investment and Exit****Saama Capital invests in organic snack foods maker**

13th May 2019. VCCircle

Venture capital firm Saama Capital has struck a deal in the food and beverages space by betting on a Delhi-based eatables maker...[more](#)**Patanjali to invest Rs 600 crore from internal accruals to fund Ruchi Soya acquisition**

9th May 2019. Financial Express

Patanjali Ayurved has proposed to invest Rs 600 crore from its 'internal accruals' to help fund its proposed Rs 4,350-crore acquisition of debt-laden Ruchi Soya....[more](#)**French dairy giant Lactalis to spend Rs 50- 60 crore per year to beef up infra facilities**

16th May 2019. Financial Express

French dairy major Lactalis, after making a mark in the Indian market with three acquisitions, will be investing Rs 50- 60 crore every year to beef up the infrastructure related to procurement and processing, apart from technological upgradation...[more](#)**Keventer Agro mulls ₹ 200-cr expansion plan**

18th May 2019. News on Project.com

Keventer Agro Ltd., one of the largest food and agriculture companies from eastern India, is planning to invest about ₹ 200 crore...[more](#)**VCs, PE firms bet big on packaged consumer goods, park US\$ 676 mn in 2018**

16th May 2019. IBEF

Venture capital (VC) firm A91 Partners, an offshoot of Sequoia Capital, is in talks to lead a \$30-million funding in Hector Beverages, which sells Paper Boat brand of ethnic Indian drinks...[more](#)**Fund Raise****Grofers raises \$200 million in SoftBank-led round**

16th May 2019. Economics Times

Grofers has raised more than \$200 million in fresh capital led by existing backer SoftBank Vision Fund, making it one of the largest investments in the online grocery retailing segment...[more](#)**Cargill India raises ₹ 350 crore from group firms**

15th May 2019. Agro n Food Processing

Cargill India Private Limited, a major food and agricultural products maker, has raised around ₹ 350 crore funding from its oil company Cargill Mauritius Limited, Cargill International Pte Ltd Singapore and Cargill Asia Pacific Holdings Pte Ltd...[more](#)**Coatue May Lead \$120 Mn Funding In Faasos To Drive Global Expansion**

20th May 2019. INC42

Pune-based cloud kitchen startup Rebel Foods, which owns the Faasos chain, is looking to raise a \$120 Mn (INR 834.4 Cr) funding round led by New York-based technology hedge fund Coatue Management...[more](#)**Merger And Acquisitions****Akashika Foods to take over Maiyas Beverages & Foods**

14th May 2019. Economics Times

Maiyas Beverages and Foods, founded by ready-to-eat food pioneer Sadananda Maiya, will now pass on to Akashika Foods, a Bengaluru-based firm, as per a resolution formula approved the National Company Law Tribunal (NCLT)...[more](#)**McDonald's buys Vikram Bakshi's 50% stake in Connaught Plaza Restaurants**

9th May 2019. Economics Times

McDonald's India Pvt Ltd (MIPL) announced on Thursday that it has acquired full ownership of Connaught Plaza Restaurants Limited (CPRL), and that the latter is now wholly owned by MIPL and its affiliate McDonald's Global Markets LLC or MGM...[more](#)

TGBL to transfer its FMCG business to Tata Chemicals

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

The boards of Tata Global Beverages (TGBL) and Tata Chemicals are slated to meet today to consider the proposal to merge its consumer products businesses under a single entity...[more](#)

Spencer's Retail to buy Nature's Basket in USD 43 million deal

17th May 2019. [Deccan Chronicle](#)

India's Spencer's Retail Ltd will buy upmarket grocery chain Nature's Basket from Godrej Industries for 3 billion rupees (USD 42.76 million), the companies said on Friday....[more](#)

Snapdeal inches closer to acquiring ShopClues

22nd May 2019. [ET Retail](#)

Online marketplace Snapdeal is close to buying its nearest rival ShopClues in an all-stock deal, two people familiar with the matter said, after the on-again, off-again talks fell through earlier following disagreement on its financial terms....[more](#)

Corporate News

Deepika Padukone enters into strategic partnership with Epigamia

15th May 2019. [Agro n Food Processing](#)

Epigamia, as part of a strategic partnership that will also see her endorse the brand. The investment has been made through KA Enterprises Llp, Padukone's strategic initiative arm...[more](#)

PepsiCo takes back all cases against Gujarat farmers

11th May 2019. [Economics Times](#)

PepsiCo India on Friday "unconditionally" withdrew all its cases against potato farmers of Gujarat for alleged infringement of rights over a particular variety of the tuber...[more](#)

'India needs enabling e-comm policy'

16th May 2019. [Economics Times](#)

India should focus on a "stable" e-commerce policy environment that is far more "enabling" to the business, than come up with rules that can "impact investment or constrain growth" to cater to a small set of "disgruntled sellers"...[more](#)

Eggless egg-maker Just Inc. mulls IPO, eyes India entry

17th May 2019. [ET Retail](#)

In the wake of Beyond Meat Inc.'s wildly successful initial public offering, fellow plant-based protein producer Just Inc. is also weighing when to go public...[more](#)

Milk delivery startups make a splash in groceries market

20th May 2019. [ET Retail](#)

DailyNinja, Milkbasket, and Doodhwala are among the new stars in the growing hyperlocal delivery space, changing the way dairy reaches homes...[more](#)

Flipkart enters online grocery store with 'Supermart' in Mumbai

13th May 2019. [Agro n Food Processing](#)

Leading e-commerce player Flipkart has jumped in the large market share of the online grocery segment with launch of online grocery store Flipkart Supermart in the city...[more](#)

BigBasket launches services in Kochi

16th May 2019. [ET Retail](#)

Online grocery market BigBasket has launched its services in Kerala. Hari Menon, co-founder and CEO of BigBasket, said that he will be setting up a collection centre near Kochi to collect fresh vegetables and fruits to cater to the local market...[more](#)

QSR chain Upsouth plans to enter Gujarat mkt with outlet in Ahmedabad

22nd May 2019. [FnB News](#)

Quick service restaurant (QSR) chain Upsouth recently announced its plans to enter the Gujarat market...[more](#)

Flipkart plans offline grocery stores across India

22nd May 2019. [ET Retail](#)

While foreign investors are not allowed into the retail space, Flipkart is looking to tap the "food retail" business where 100% FDI is allowed and lets the investor open physical stores...[more](#)

Home & Kitchen

Restaurant chains look at dark kitchens to expand

8th May 2019. [Live Mint](#)

A pick up in India's food ordering and delivery ecosystem is making some of the country's restaurant chains scale up what they call "dark-kitchens" or delivery-only kitchens, which service areas where it is hard to open a restaurant...[more](#)

Food & Beverages

Veeba Foods launches V-Nourish, foraying into child nutrition segment

15th May 2019. FnB News

Popular consumer brand, Veeba Foods has forayed into child nutrition segment with its new brand, V-Nourish, a scientifically designed wholesome nutrition supplement for children above five years...[more](#)

Chr. Hansen launches Sweet Y- 1, culture reducing added sugar in dairy

10th May 2019. FnB News

Chr. Hansen has launched Sweet Y- 1, the first culture in the world allowing dairy manufacturers to create naturally sweeter products while reducing added sugar...[more](#)

Vahdam Teas launches unblended single-estate teas for duty-free stores

9th May 2019. FnB News

Vahdam Teas, a vertically-integrated, online-first tea brand from India, has launched an exclusive range of premium unblended single-estate teas and gourmet in-house blends for duty-free outlets...[more](#)

Shor introduces modern Indian cuisine, giving twist to west coast fare

13th May 2019. FnB News

Shor, a recently-opened modern Indian restaurant and quarter bar located in Santacruz West, boasts of a menu that given an international twist to the cuisine of India's west coast...[more](#)

Coke to connect with new-age consumers across media

17th May 2019. Economics Times

Coca-Cola is changing its marketing mix rapidly to ensure its presence across dozens of media platforms in different forms to reach the new-age consumers with fast-diminishing attention spans and increase regionalisation of beverage consumption...[more](#)

FSSAI extends the time limit for replacing whole wheat with wheat flour

16th May 2019. FnB News

FSSAI has extended the time limit it has accorded to FBOs for replacing the nomenclature "Whole wheat flour (Atta)" with "Wheat flour (Atta)" in compliance to its order dated April 30, 2019, effecting the change...[more](#)

Kalimark Group launches 30 new variants under Bovonto, Zypsy and Ilani

13th May 2019. FnB News

The 103-year-old Chennai-based Kalimark Group of Companies, manufacturers of popular aerated drinks such as 'Bovonto' and 'Vibro, ' have launched 30 new variants under the Bovonto, Zypsy and Ilani brands...[more](#)

Hatsun Agro Product strengthens portfolio with launch of new dairy products

17th May 2019. Money Works for Me

Hatsun Agro Product has strengthened its dairy product portfolio with new launches heading into summer 2019...[more](#)

Nestle to enter organic food segment in India with Nestle Ceregrow

17th May 2019. Money Control

The Indian arm of food and drink company Nestlé on May 17 announced its entry into the Indian organic food segment with the launch of its ready-to-cook children's breakfast cereal Nestlé Ceregrow....[more](#)

Wagh Bakri Tea Group marks centenary with new look of instant tea range

18th May 2019. FnB News

Wagh Bakri Tea Group, as a part of its centenary celebrations, introduced the new packaging for its instant tea range in four exciting flavours, viz. Masala, Elaichi, Ginger and Lemongrass....[more](#)

Del Monte gets out of the can and moves into frozen and refrigerated

20th May 2019. Agro & Food Processing

Few companies are as synonymous with canned fruits and vegetables on the grocery store shelf as Del Monte Foods...[more](#)

Campa Cola's revival adds local fizz to market

19th May 2019. Economics Times

To the lovers of colas, who missed local brands that took the place of Coca-Cola when it was forced to leave Indian shores in 1977, Campa Cola is back...[more](#)

Consumer Durables

Under Armour in talks with Myntra for offline business

21st May 2019.ET Retail

Once finalised, this would be the first major foreign brand being on-boarded for offline store management by the new leadership team of Myntra...[more](#)

Voltas launches its new Brand Shop in Asansol, West Bengal

21st May 2019. News on Project.com

Voltas Limited, India's No. 1 AC brand, from the house of Tata's has launched its new Brand Shop...[more](#)

Panasonic To Introduce One Lakh Charging Sites In India

18th May 2019. Franchise India

The Japanese electronics giant, Panasonic recently announced its vision of setting up one lakh charging stations across 25 different Indian cities by the end of 2024...[more](#)

Joint Venture

Taco Bell names Burman Hospitality as master franchise partner for India

16th May 2019. Live Mint

American quick service restaurant chain Taco Bell is set to scale up its presence in India nine years after it opened its first store to serve Mexican food, such as tacos and burritos, in the country...[more](#)

Consumer & FMCG

Tatas to bring FMCG business under one roof

14th May 2019. Economics Times

Tata Group chairman N Chandrasekaran is set to bring the consumer products business housed with different Tata companies under one roof...[more](#)

Fabindia to up retail presence in eastern India

22nd May 2019. ET Retail

Home and lifestyle brand Fabindia is set to expand its retail footprint in eastern India with 10 new stores...[more](#)

Corporate Action & Managment

Sangwan appointed F&B director at Pullman & Novotel New Delhi Aerocity

10th May 2019. FnB News

Pullman and Novotel New Delhi Aerocity has promoted Amit Kumar Sangwan as director of food and beverage...[more](#)

Best Regards



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