Consumer & FMCG

Fortnightly Newsletter

8th September to 21st September 2019

#### **Consumer & FMCG Newsletter**

#### **Investment and Exit**

# Hero Electronix to invest Rs 150-200 crore, forays into consumer space with Qubo

17th Sept 2019. Economics Times

Hero Electronix on Tuesday said it plans to invest Rs 150-200 crore over the next few years primarily in its new consumer tech brand 'Qubo'...more

## Apple To Invest \$1 Bn To Export 'Made In India' iPhones

17th Sept 2019. INC 42

Amidst China and the US trade war, companies heavily dependent on China for manufacturing have been looking for alternative markets...more

#### Haldiram's in talks to invest in milkshake brand Frozen Bottle

14th Sept 2019.

Indian snacks and sweets major Haldiram Snacks Pvt. Ltd is in advanced discussions to invest in Bengaluru-based Frozen Bottle, a quick service restaurant (QSR) chain...<u>more</u>

## Everstone infuses Rs 45 crore into Burger King India

11th Sept 2019. Economics Times

Burger King India has received fresh capital infusion of Rs 45 crore and a loan facility of Rs 150 crore from its parent Everstone Group, the master franchise owner of the American fast food chain in India...more

#### Health food co Kaarya Naturals gets fund infusion from Roots Ventures

18th Sept 2019. FnB News

Kaarya Naturals, a Mumbai-based health food company, has received a fund infusion from Roots Ventures....<u>more</u>

### **Fund Raise**

# Electric Vehicle Tourism Startup B:Live Raises INR 4 Cr Funding For Expansion

13th Sept 2019. INC 42

Goa-based electric vehicle tourism startup B:Live has raised INR 4 Cr (\$563.18K) in a fresh funding round from DNA Entertainment Networks...more

#### Madison Capital Leads Pre-Series A Funding In Healthy Snacks Brand Hungry Foal

11th Sept 2019. INC 42

Gurugram-based FMCG startup Hungry Foal has raised an undisclosed amount of Pre-Series A funding led by Singapore-based Madison Capital...<u>more</u>

# Faasos' Parent Rebel Foods Is Raising Up To \$73 Mn From Coatue Management

9th Sept 2019. INC 42

Pune-based food maker and delivery app Rebel Foods is looking to raise nearly INR 524.98 Cr (\$73.22 Mn) from New York-based technology...more

### Tiger Global leads funding in Wow! Momo Foods, valuing it at \$120 million

18th Sept 2019. Live Mint

Wow! Momo Foods, which owns and operates quick-service restaurant (QSR) brands Wow! Momo and Wow! China, has raised \$23 million in a Series B funding ...more

#### Infiniti to raise Rs 750 crore from Tata Sons for Croma expansion

9th Sept 2019. ET Retail

Infiniti Retail, the Tata Group's smartphone and electronic retailing business which owns the Croma stores, plans to raise Rs 750 crore...more

#### Lenskart gets Rs 392 crore from Kedaara

16th Sept 2019. ET Retail

Eye-wear retailer Lenskart is raising Rs 392 crore (\$55 million) from home grown private equity firm Kedaara Capital, according to the latest regulatory documents...<u>more</u>

# **Merger And Acquisitions**

## WestBridge may take majority control of Fogg-maker Vini Cosmetics

9th Sept 2019. Economics Times

West-Bridge Capital is in discussions to take majority control of Vini Cosmetics, valuing the maker of Fogg deodorants at about...more

#### Eastern Condiments promoters look to sell majority stake

18th Sept 2019. Economics Times

Eastern Condiments, among the leaders in the Indian spices industry, is up for sale as the promoters, the Meeran family, are planning to sell a controlling stake in the company...more

# Blackstone signs definitive deal to buy Coffee Day's tech park for Rs 2700 crore

17th Sept 2019. Economics Times

The Blackstone Group has signed a definitive agreement to buy Global Village Tech Park, owned by a subsidiary of Coffee Day Enterprises Ltd (CDEL), for about Rs 2,770 crore...more

### Advent to snack on Crax maker DFM Foods as promoters, Westbridge seek exit

9th Sept 2019. Economics Times

Advent International is set to acquire DFM Foods, a homegrown snacking company that was among the first to launch its now cult Crax brand of corn rings in mid 1980s...more

## Chaman Lal Setia Exports to acquire property belonging to Nav Jyoti Agro Foods

18th Sept 2019. Money works for me

Chaman Lal Setia Exports has been successful bidder at price of Rs 12 crore and 8 lakh in the e-auction held by Punjab National Bank, Karnal ...<u>more</u>

#### Hindustan Unilever the front-runner for acquiring Dinshaw's Dairy Foods

14th Sept 2019. Agro n Food Processing

Hindustan Unilever (HUL), the country's largest consumer goods company, is leading the race to pick up Nagpur-based Dinshaw's Dairy Foods...<u>more</u>

#### Godrej Consumer increases stake in two overseas units

20th Sept 2019. VCCircle

Godrej Consumer Products Ltd (GCPL) has increased its stake from 90% to 95% in two Mauritius-based units - Godrej West Africa Holdings Ltd (GWAHL) and Darling Trading Company Ltd (DTCL)....<u>more</u>

### **Joint Venture**

#### Motorola joins hands with Flipkart to foray into smart TV segment in India

16th Sept 2019. Economics Times

Motorola on Monday said it has partnered Walmart-backed Flipkart to launch smart TVs in the Indian market, marking the smartphone maker's foray into the consumer durables space...<u>more</u>

# Cargill is looking for partners to take its starches and sweeteners products across India

9th Sept 2019. Agro n Food Processing

The US-headquartered food giant Cargill is looking for a partnership to take its starches and sweeteners products across the country...more

#### **Corporate News**

#### Amazon.in opens third largest Fulfilment Centre in Maharashtra

17th Sept 2019. Economics Times

Amazon.in launched its third largest Fulfilment Centre (FC) in the country in Maharashtra today, expanding its infrastructure footprint in the state...more

## Suzuki Brings EV Battery Plant To Gujarat In Tie-up With Denso, Toshiba

17th Sept 2019. INC 42

Venturing into the production of lithium-ion batteries and electrode, Japenese automobile major Suzuki Motors has formed a consortium with Japenese automotive component manufacturer...more

#### NDDB, Amul oppose dairy import talks with New Zealand and Australia

18th Sept 2019. Business Standard

Amul, the country's biggest milk brand, and its parent, the National Dairy Development Board (NDDB), have reiterated their staunch opposition to import from New Zealand and Australia...more

## PepsiCo lines up business hub for India

16th Sept 2019. Just Food

The centre, which will reportedly employ 2,500 people, will expand PepsiCo's footprint in the Indian market...<u>more</u>

#### Amazon invests in West Bengal's largest e-commerce fulfilment centre

19th Sept 2019. ET Retail

World's largest e-commerce giant Amazon on Thursday launched its fifth and largest fulfilment centre in West Bengal at Kolkata which will double its storage...more

## Zoomcar India Gets \$1.9 Mn Equity Infusion From US-Parent

17th Sept 2019. INC 42

Bengaluru-based self driving car platform Zoomcar India has received INR 14.14 Cr (\$1.9 Mn) equity infusion from US-based parent, Zoomcar Inc...more

### World Bank to sanction Rs 3,000cr for food parks

13th Sept 2019. Money Control

The World Bank will provide Rs 3,000 crore funds to finance mini and mega food parks across the country, particularly in Northeast, and help boost farmers' income...more

# Food & Beverages

# Oh Cha launches range of Ayurveda-inspired tea bags and vanilla honey

14th Sept 2019. FnB News

Boutique tea brand Oh Cha has introduced a range of 25 Ayurveda-inspired health teabags and a 100 per cent natural vanilla honey jar to...more

#### Italian brand Lavazza launches organic coffee Tierra Bio-Organic in India

14th Sept 2019. FnB News

Italian coffee brand Lavazza has launched Tierra Bio-Organic, the first organic coffee to encapsulate all the goodness of the earth in a cup, to be enjoyed at home....<u>more</u>

#### Grainspan Foods' brand SnacAtac launches Cornado in Gujarat and Mumbai

11th Sept 2019. FnB News

Cornado, a premium corn snack, has recently been launched in Gujarat and Mumbai....<u>more</u>

#### Red Bull India launches ltd Festival Edition cans with orange variant

11th Sept 2019. FnB News

Red Bull India has launched a limited Festival Edition can. The drink is orange-flavoured....<u>more</u>

## FSSAI to put forth regulation limiting trans-fats through FSSR amendment

9th Sept 2019. FnB News

The Food Safety and Standards Authority of India, in order to strengthen its fight against trans-fats and limiting its percentage in food products...more

### Mrida launches its "Earthspired" range of healthy Ready to Cook products

17th Sept 2019. Agro n Food Processing

Mrida, through its FMCG brand "Earthspired", has launched healthy millet based 'Quick Cook n' Serve' Upma and Khichdi, that combines convenience with health and wellness...more

#### **Consumer Durables**

### Tata Motors launches TACNet 2.0 to tap start-ups, tech firms

18th Sept 2019. Economics Times

Tata Motors on Wednesday announced the launch of a new platform, TACNet 2.0, to tap start-ups and technology firms as it seeks to harness new solutions...more

## Orient Electric looks to launch more IoT-enabled products

16th Sept 2019. Money Control

CK Birla Group firm Orient Electric plans to introduce internet of things (IoT) enabled products in segments like consumer and commercial lighting...more

## **Consumer & FMCG**

# Myntra collaborates with Indian textile artisans for its private apparel segment

18th Sept 2019. Economics Times

Flipkart-owned Myntra's private lifestyle brand Taavi has collaborated with about 1,300 artisans from seven Indian states to revive Indian textile craft....more

## Swiggy, Dunzo Partner With Wholesale Stores In Search For Reliable Inventory

17th Sept 2019. INC 42

Swiggy and Dunzo have reportedly partnered with wholesale stores to power their hyperlocal delivery operations, according to a media report which cited sources close to the development...more

## Govt Allots INR 40K Cr For Latest EV Push, Volkswagen's Affordable Electric Car And More

12th Sept 2019. INC 42

Last month, automotive giants Maruti Suzuki and BMW India raised concerns over the market demand for electric vehicles in India and the lack of publicly-available...more

#### Wipro sets up venture fund to invest in consumer brands

20th Sept 2019. ET Retail

Wipro Consumer Care and Lighting has set up a venture fund to invest in start-ups in the consumer brands space with India and South East Asia being focus markets....<u>more</u>

### **Corporate Action & Management**

## DAN Consult appoints Shashank Sharma as principal, FMCG

18th Sept 2019. Live Mint

DAN Consult, the consulting division of Japanese ad firm Dentsu Aegis Network, on Wednesday announced that it has appointed Shashank Sharma as principal of fast moving consumer goods (FMCG)...<u>more</u>

Best Regards



From the desk of,

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