



**Consumer & FMCG**

**Fortnightly Newsletter**

9th August to 22nd August 2019

**Consumer & FMCG Newsletter**

## Investment and Exit

### **Parle Products, Invests In WIMWI Foods - a Local Supplier Of Granola Bars**

16th August 2019. [agronfoodprocessing](#)

Parle Products, one of India's largest food business has invested in WIMWI Foods, a local supplier of granola bars....[more](#)

### **Paytm Invests In Corporate Food Solutions Startup HungerBox**

20th August 2019. [inc42](#)

Bengaluru-based food catering startup Hungerbox has raised INR 15.99 Cr in Series C funding round from Paytm parent company One 97 Communications and Sabre Partners Trust...[more](#)

### **SoftBank Might Lead A Fresh \$100 Mn Funding Round In Snapdeal**

20th August 2019. [inc42](#)

Japanese conglomerate SoftBank is reportedly in talks with Snapdeal to invest another \$100 Mn in the ecommerce unicorn. In India, SoftBank has also invested into two other ecommerce majors Paytm Mall and Flipkart...[more](#)

### **Dabur India's arm to infuse capital in Dermoviva Skin Essentials**

21st August 2019. [MoneyWorks4me](#)

Dabur India's wholly owned subsidiary-Dabur International has decided to contribute \$16,000,000 as Share Capital in 'Dermoviva Skin Essentials Inc. (wholly owned step down subsidiary)...[more](#)

### **Emami's arm to invest Rs 700 crore as capex for expansion of edible oil capacity**

21st August 2019. [MoneyWorks4me](#)

Emami's subsidiary - Emami Agrotech is planning to invest Rs 700 crore as capital expenditure (capex) over the next 12 months for expansion of its edible oil capacity. Emami Agrotech...[more](#)

### **Used Car Marketplace Cars24 Gets Investment From MS Dhoni**

14th August 2019. [Franchise India](#)

CARS24, one of India's fastest growing tech-enabled used car companies, has announced a strategic partnership with cricketer Mahendra Singh Dhoni. The move will elevate and strengthen...[more](#)

### **Paytm to invest Rs 750 cr to reach 250 million monthly active users by March**

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

Digital payments firm Paytm on Thursday said it will invest Rs 750 crore to approximately double its monthly active user base on mobile to 250 million by March 2020. The company expects its...[more](#)

## Fund Raise

### **Softbank Releases \$70 Mn Of Series F Funding To Grofers**

19th August 2019. [inc42](#)

Grofers has received another \$70 Mn tranche of its Series F funding from SoftBank. The tranche is a part of the grocery delivery app's \$200 Mn funding round raised mainly from the SoftBank Vision Fund (SVF)...[more](#)

### **ShopKirana Raises \$10 Mn In Series B Funding To Expand Tier 2**

17th August 2019. [inc42](#)

Indore-based B2B supply chain startup ShopKirana has raised \$10 Mn in a Series B funding round. The investment came in from existing investors Info Edge, Incubate Fund, Akatsuki AET Fund, NPTK Emerging Asia Fund and Better Capital...[more](#)

### **FreshToHome expands to UAE, Mumbai and Pune**

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

Fresh fish and meat delivery e-commerce company, FreshToHome has raised \$ 11 million in their Series A funding led by CE Venture to enable them to expand to UAE, Mumbai and Pune market....[more](#)

### **Lite Bite Foods plans to raise Rs 250cr from PEs**

22nd August 2019.ET Retail

Lite Bite Foods Group, the food and beverage retail business led by Dabur Group chairman Amit Burman, plans to raise about Rs 250 crore funds from private equity firms and make its...[more](#)

### **McDonalds India gets funding of Rs 70,000 crores**

9th August 2019.Fmtmagazine

The parent company that is McDonalds International Branch Holdings LLC, has shelled out a whopping Rs 70 crore for its Indian counterpart Mcdonald's India private Limited (MIPL)...[more](#)

## **Merger And Acquisitions**

### **India's First Organized Laundry Chain UClean Buys White Tiger Laundry**

16th August 2019.Franchise India

UClean, India's leading tech-enabled chain of laundry and home cleaning stores, has acquired Delhi NCR-based White Tiger laundry in a majority equity buyout.Under the acquisition...[more](#)

### **Marico gains on executing agreement to acquire stake in Revolutionary Fitness**

9th August 2019.MoneyWorks4me

Marico has executed amendment agreements to the shareholders agreement and the share subscription agreement with Revolutionary Fitness (Revofit) for further infusion in the equity share...[more](#)

### **Walmart, Tatas in partnership talks for cash-and-carry, kirana stores: Report**

21st August 2019.Moneycontrol

Walmart and Tata Group are in partnership talks that might involve the cash-and-carry stores, reports The Economic Times. The partnership might also help Walmart expand its reach to kirana stores, it added...[more](#)

### **Titan Company increases stake in Carat Lane Trading**

17th August 2019.MoneyWorks4me

Titan Company has purchased 9.45 lakh equity shares from one of the shareholders of Carat Lane Trading (CaratLane), a subsidiary of the Company hereby increasing its stake in CaratLane by 2.8%. Pursuant...[more](#)

### **Sportswear brand Puma collaborates with fashion designer Masaba Gupta**

14th August 2019.ET Retail

Bengaluru: German sportswear and lifestyle brand Puma has collaborated with Indian fashion designer Masaba Gupta to launch a limited edition range of sneakers.True to the global sneaker-head...[more](#)

### **ITC considering to pick stake in Coffee Day**

21st August 2019.ET Retail

ITC Ltd., Asia's largest cigarette maker by market value, is considering a bid to buy a stake in Coffee Day Enterprises Ltd. as it seeks to diversify away from tobacco products, according to...[more](#)

### **Gaming firm Nazara acquires Sportskeeda**

21st August 2019.Live Mint

Mobile gaming platform Nazara Technologies Wednesday said it has acquired a majority stake in sports content website Sportskeeda.com, continuing its string of acquisitions and investments...[more](#)

### **Aditya Birla Fashion and Retail set to expand Jaypore, Shantanu & Nikhil brand**

10th August 2019.Live Mint

Mumbai-based retailer Aditya Birla Fashion and Retail (ABFRL) that recently acquired the Jaypore brand and bought a majority stake in designer wear label Shantanu & Nikhil is set to...[more](#)

## **Corporate News**

### **KDDL's arm opens new store at Pune**

13th August 2019.MoneyWorks4me

KDDL's subsidiary - Ethos has launched its new store at Phoenix Market City, Pune. The area of the said store is 2255 sq. ft. The aforesaid is a multi-brand Summit store.The total number of...[more](#)

### **Voltas opens new brand shop in Visakhapatnam**

17th August 2019.MoneyWorks4me

Voltas has launched its new Brand Shop - Raghavendra Shoppee at Gajuwaka, Visakhapatnam in the state of Andhra Pradesh. The brand store features a well-designed and visually appealing...[more](#)

### **Britannia Industries planning to set up overseas manufacturing units**

12th August 2019.MoneyWorks4me

Britannia Industries is planning to set up overseas manufacturing units, including in Bangladesh and other South East Asian nations. The company is evaluating opportunities in Africa and...[more](#)

### **Shoppers Stop opens new store in Noida**

12th August 2019.MoneyWorks4me

Shoppers Stop has opened its 'Shoppers Stop' store at Gaur City Mall, Noida in the state of Uttar Pradesh on August 9, 2019. With this, the company has now 84 'Shoppers Stop' stores including...[more](#)

### **Hindustan Unilever to launch detergent brand 'Love & Care'**

21st August 2019.MoneyWorkd4me

Hindustan Unilever (HUL) is all set to launch detergent brand 'Love & Care', a new India-focused product. This is company's fifth brand in the laundry segment after 'Surf Excel'...[more](#)

### **Jubilant FoodWorks' Domino's Pizza opens first restaurant in Agartala**

21st August 2019.MoneyWorks4me

Domino's Pizza, India's largest Pizza delivery chain operated by Jubilant FoodWorks, has launched its first restaurant in Agartala. The launch was marked by a grand opening ceremony...[more](#)

### **KRBL receives trade mark registration of 'India Gate' brand**

21st August 2019.MoneyWorks4me

KRBL has obtained trade mark registration of its flagship brand 'India Gate'. The said trade mark has been registered on August 12, 2019 with a user claim since January 01, 1979...[more](#)

### **Automobile Giant Renault Eyes To Launch Electric Cars In India By 2022**

17th August 2019.Franchise India

Renault, the French automobile giant, is looking to bring an electric car in India by 2022. Currently, Renault Kwid's electric version is running in China. It will soon be unveiled in India...[more](#)

### **Benelli India Strengthens Its Dealership Network With New Outlet In Mumbai**

17th August 2019.Franchise India

Benelli, an Italian motorcycle manufacturer, has expanded its dealership network in India with the launch of a new outlet in Mumbai. The new dealership has been opened in association with its partner...[more](#)

### **Maruti Suzuki Strengthens Its Pre-Owned Car Sales Network 'True Value' To 250 Outlets**

13th August 2019.Franchise India

True Value, the pre-owned car sales network of Maruti Suzuki, has grown to 250 outlets across 151 cities in India in two years. Maruti Suzuki India's True Value dealerships have sold...[more](#)

### **Photos: Amazon opens its biggest global campus in Hyderabad**

22nd August 2019.ET Retail

Amazon launched its biggest campus in the world in Hyderabad on Wednesday which was inaugurated by Home Minister Mahmood Ali.Amit Agarwal, Senior Vice President and Country...[more](#)

### **With 2,000 stores Xiaomi plans to reach out to rural areas**

12th August 2019.ET Retail

Chinese smartphone brand Xiaomi now has 2,000 exclusive Mi Stores across the country, helping grow its presence in small towns and rural areas, at a time when sales growth has begun...[more](#)

### **OnePlus to launch smart TVs in September, to be available in India first**

22nd August 2019.ET Retail

Premium smartphone maker OnePlus will launch its smart TVs in September, bringing them to India before its home market in China. "OnePlus TV is set to launch in September, and it will be...[more](#)

### **Ikea India opens online store in Mumbai**

19th August 2019.ET Retail

Swedish home furnishings major Ikea on Monday said it has launched its online store in the city offering more than 7,500 products. It said the online store is part of its new multichannel...[more](#)

### **Wrap It Up! opens second Indian outlet in Haryana; Seventeenth in world**

14th August 2019.FnB News

Casual-dining brand Wrap It Up! will opening its second Indian store in the northern state of Haryana, as it continues to push its international expansion. The new 651sq ft restaurant...[more](#)

### **QSR chain Tea Junction opens 50th outlet in India; First in New Delhi**

13th August 2019.FnB News

Quick service restaurant (QSR) chain Tea Junction, one of the oldest organised tea chains from Ambuja Neotia Group, has launched its first outlet New Delhi. It is located in Select City Walk...[more](#)

### **CCL eyes a bigger pie of India's instant coffee market**

14th August 2019.Economic Times

The world's largest private label instant-coffee manufacturer, CCL Products, plans to increase its focus on India, eyeing a sizeable share of the home market that currently contributes just 7%...[more](#)

## **Amazon to use Prime Now for food delivery launch**

19th August 2019.Economic Times

Prime Now, Amazon's two-hour grocery delivery platform, could be the primary vehicle for its foray into food delivery business in India, four people aware of the company's plan said. Amazon...[more](#)

## **V-Mart Retail Ltd opens three new stores in Nagaland, Jharkhand and Rajasthan**

22nd August 2019.Newsonprojects

V-Mart Retail Ltd. has opened three new stores in the state of Nagaland, Jharkhand and Rajasthan respectively. With this total number of stores increased to 232 stores...[more](#)

## **Home & Kitchen**

### **Kitchenware Brand Tupperware Plans To Open 30 Franchise-Run Stores By Year-End**

9th August 2019.Franchise India

Tupperware, the US-based kitchenware brand, is planning to 30 outlets by this year-end. Initially, the company will launch these franchise-run stores in key cities such as Delhi, Mumbai, Bengaluru,...[more](#)

## **Food & Beverages**

### **Nestle India surges on launching cocoa-malt beverage 'MILO' in India**

21st August 2019.MoneyWorks4me

Nestle India has launched world's no. 1 cocoa-malt beverage - MILO in India. MILO has a rich legacy, having nourished young champions around the world for more than 85 years by providing...[more](#)

### **Mother's Recipe expands instant mix category with Instant Upma launch**

21st August 2019.FnB News

Mother's Recipe, India's leading household name in the ethnic food division, has expanded their instant mix category with the launch of traditional Indian breakfast Upma. The South Indian specialty,..[more](#)

### **Licious launches India's first-of-its-kind range of meat-based spreads**

20th August 2019.FnB News

Consolidating its position as India's first and only meat food brand, Licious announced its foray into the packaged food category with the launch of its latest innovation - the first-of-its-kind...[more](#)

### **Giani's, Emoi and Kulfiano add cranberry-flavoured ice cream to menus**

20th August 2019.FnB News

Cranberries in India are quickly gaining popularity, as three leading Delhi ice cream brands - Giani's, Emoi and Kulfiano - have updated their menus to include the superfruit...[more](#)

### **ITC Foods introduces Fabelle Exquisite chocolate bars in six flavours**

14th August 2019.FnB News

ITC Foods has launched Fabelle Exquisite chocolate bars in six flavours recently. Across the top six cities in India, including Mumbai and Bengaluru, 600 such bars were handcrafted...[more](#)

### **Yoku Moku introduces DCB and DBL, eggless cookie ranges made for India**

13th August 2019.FnB News

To mark Japanese luxury confectionery brand Yoku Moku's second anniversary in India, as well as commemorate the upcoming festive season, it is now launching their first ever range of eggless...[more](#)

### **Coffee By Di Bella launches Waffles By Di Bella; Doubles online footprint**

9th August 2019.FnB News

Premium Australian coffee chain Coffee By Di Bella has doubled its footprint through its new venture, Waffles By Di Bella. This delivery-only waffle chain will engage its existing 25 outlets...[more](#)

## **Consumer Durables**

### **French Company Zook Introduces Its JAZZ DUO In India**

16th August 2019.Franchise India

French Company Zook, a pioneer in innovative consumer technology products, has launched JAZZ DUO in India. JAZZ DUO is a unique app-based convertible bluetooth headphone...[more](#)

### **Symphony launches new range of Commercial Air Coolers**

13th August 2019.MoneyWorks4me

Symphony has launched a unique new range of Commercial Air Coolers under the brand 'Movicoool'. The range consists of models which are not only portable but are very rugged, suitable...[more](#)

### **Voltas' JV launches 5 Star rated washing machines**

16th August 2019.MoneyWorks4me

Voltas and Arcelik's joint venture company - Voltbek Home Appliances (Voltbek) has launched India's first 5 Star rated washing machines. These products provide superior wash quality...[more](#)

## **Voltas opens new brand shop in Visakhapatnam**

17th August 2019.MoneyWorks4me

Voltas has launched its new Brand Shop - Raghavendra Shoppee at Gajuwaka, Visakhapatnam in the state of Andhra Pradesh. The brand store features a well-designed and visually appealing...[more](#)

## **Joint Venture**

### **ITC surges as its arm partners with Automation Anywhere to create digital workforce solution**

14th August 2019.MoneyWorks4me

ITC Infotech, fully-owned subsidiary of ITC, is introducing a unique digital workforce solution by equipping every employee with a digital BOT, in partnership with Automation Anywhere...[more](#)

### **Flipkart partners NSDC to train supply chain workforce of 20,000**

11th August 2019.Live Mint

Walmart-owned Flipkart on Sunday said it has partnered with National Skill Development Corporation's Logistics Sector Skill Council (LSC) to train 20,000 of its delivery executives across the country...[more](#)

### **US-Based Fast-Casual Franchise Wayback Burgers Collaborates With Uber Eats For Offering Delivery**

20th August 2019.Franchise India

Wayback Burgers, the US-based fast-casual franchise, has partnered with Uber Eats to provide delivery to burger fans. This collaboration comes on the heels of the debut of the brand's new...[more](#)

### **Cornitos & burger brand Burgrill team up to launch Walking Nacho Bags**

21st August 2019.FnB News

Cornitos, the leading nacho crisps brand, in partnership with leading burger brand Burgrill has launched Burgrill's recipes of Walking Nacho Bags, which can be enjoyed on the go...[more](#)

## **Consumer & FMCG**

### **FMCG sector to keep growing, but at a slower pace: Nestle India chief**

20th August 2019.Economic Times

Nestle India expects the fast-moving consumer goods market to continue growing this year because the "consumption story in India" is more positive than elsewhere, but not as fast as expected before as...[more](#)

### **Britannia planning new mfg units overseas**

9th August 2019.Economic Times

Britannia Industries Ltd on Friday said it is evaluating opportunities to set up overseas manufacturing units, including in Bangladesh and other South East Asian nations...[more](#)

## **Corporate Action & Management**

### **FMCG cos' CEOs join boards of peers for exchange of ideas**

19th August 2019.Economic Times

Chief executives of consumer product companies are increasingly grabbing opportunities to join the boards of non-competing professionally-run consumer-facing companies in search of new ideas to grow their businesses...[more](#)

### **Paytm CFO promoted as its president**

19th August 2019.ET Retail

Bengaluru: Payments platform Paytm has promoted its CFO Madhur Deora to the position of president of the company. Deora, as part of the new role, will be responsible for profit and loss...[more](#)

Best Regards



From the desk of,

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