



Consumer & FMCG

Fortnightly Newsletter

1st February to 15th February 2020

Consumer & FMCG Newsletter

Investment and Exit

Chaayos gets \$21.5m in equity, debt funding

11th Feb 2020. Economic Times

Chaayos, a multicity chain of tea cafes, has raised \$21.5 million in a mix of equity and debt funding led by Silicon Valley-based Think Investments... [more](#)

Lightbox leads \$32 mn investment in Agri Tech startup WayCool Foods

11th Feb 2020. FnB News

Chennai-headquartered WayCool Foods has raised \$32 million in a combination of equity and debt in its Series C round.... [more](#)

Foodtech Startup Foodmandu Raises Series B To Enter New Cities

15th Feb 2020. INC 42

Nepal-based food delivery platform Foodmandu has raised an undisclosed amount in Series B funding round from Nepal-based private investment fund Team Ventures.... [more](#)

BigBasket's B2B Arm Raises Debt Funding From Trifecta Capital

14th Feb 2020. INC 42

Bengaluru-headquartered grocery company BigBasket has been raising rounds of debt funding from Trifecta Capital and was even planning to issue warrants to BCCL.... [more](#)

Fund Raise

Spencer's Retail to raise Rs 80 crore via rights issue

12th Feb 2020. ET Retail

Spencer's Retail will raise Rs 80 crore via rights issue to its eligible shareholders, as per the company's regulatory filing to the stock exchanges... [more](#)

Rebel Foods Eyes Unicorn Tag With New Funding Round

10th Feb 2020. INC 42

Pune-based Rebel Foods, the cloud kitchen startup that runs Faasos, Mandarin Oak, The Good Bowl, Oven Story Pizza and other brands, is reportedly looking to inch closer to \$1 Bn valuation with a new funding round of around \$100 Mn to \$150 Mn... [more](#)

Corporate News

39 mega food parks and 298 integrated cold chain projects sanctioned under Pradhan Mantri Kisan Sampada Yojana

4th Feb 2020. Economic Times

The Ministry of Food Processing Industries (MoFPI) has sanctioned 39 mega food parks and 298 integrated cold chain projects throughout the country to fill in the gaps across the value chain and establishing the cold chain grid... [more](#)

Dairy Day forays into AP mkt; Available across 2,000 outlets in state

11th Feb 2020. FnB News

Dairy Day, a top ten ice cream brand in India, with extensive presence in Karnataka, Tamil Nadu and Maharashtra, announced its expansion into Andhra Pradesh.... [more](#)

Social opens maiden outpost in Chennai; Twenty-seventh outlet in India

10th Feb 2020. FnB News

Impresario Handmade Restaurants' iconic chain Social has opened its first outpost in Chennai.... [more](#)

Wine Makers From Australia, Europe and the United States Are Looking at Entering the Indian market

11th Feb 2020. FMT Magazine

Wine makers from Australia, Europe and the United States are looking at entering the Indian market through tie-ups with a handful of experienced wine importers... [more](#)

American Diner Applebee's Now in India

6th Feb 2020. FMT Magazine

American diner Applebee's, known for its chain of grill bars and pancake joints, is entering India and is scheduled to open its first restaurant in Bengaluru later this year... [more](#)

Lulu group eyes bigger play in Hyderabad, India

15th Feb 2020. ET Retail

The \$8.2 billion UAE-based Lulu Group International is eyeing a bigger play in the Indian retail and hospitality markets, with large-format malls and hotel projects in the pipeline in Hyderabad and other cities... [more](#)

FDI eyes Gujarat to establish units for frozen potato items

15th Feb 2020. Agro n Food Processing

Gujarat is all set to welcome an inflow of foreign investments as the state has the potential of growing snack-favourable potato variety to manufacture frozen potato-based products... [more](#)

Amazon Infuses \$310 Mn In India Business After Bezos' \$1 Bn Promise

6th Feb 2020. INC 42

After Amazon founder and CEO Jeff Bezos recently announced \$1 Bn investments for India, its Indian entity has now received fresh funds from two different subsidiaries of the company... [more](#)

Food & Beverages

World's largest craft brewer BrewDog plans to enter India with 35 pubs

13th Feb 2020. Economic Times

BrewDog, the world's largest craft brewer, is entering India with plans to open 35 pubs and launch nearly a dozen bottled beer brands... [more](#)

iD Fresh unveils Sip Tender Coconut, Grated Coconut in eco-friendly pkg

14th Feb 2020. FnB News

iD Fresh Food now presents its eco-friendly packaging with the launch of iD Smart Sip Tender Coconut and iD Grated Coconut in a Coconut... [more](#)

ITC's Fabelle launches FMCG chocolate bars infused with ruby chocolate

8th Feb 2020. FnB News

ITC Ltd's Fabelle, acclaimed for redefining the Indian luxury chocolate segment, forayed into the FMCG chocolate segment in two formats, Fabelle Choco Deck and Fabelle Soft Centres in 2018... [more](#)

Kagome Foods India launches tomato-based products at India Food Forum

7th Feb 2020. FnB News

In a bid to ease procurement of tomatoes for hotels, restaurants and caterers (HoReCa), Kagome Foods India (KFI), one of the leading food processing companies in the world with headquarters in Japan, launched its exclusive range of tomato-based products at the India Food Forum... [more](#)

AMT Will help Increase Investments In Dairy Sector

3rd Feb 2020. FMT Magazine

Alternative Minimum Tax (AMT) will help increase investments in dairy sector. The relief to cooperatives has come at a time when milk processing capacity is being doubled in the country.... [more](#)

PureCircle and Brenntag Food & Nutrition enter into partnership to bring next generation stevia to Vietnam

12th Feb 2020. Agro n Food Processing

PureCircle, the world's leading producer and innovator of great-tasting stevia sweeteners for the global beverage and food industries, and Brenntag Food & Nutrition, a global leader in ingredients distribution, announce a new partnership in which Brenntag Vietnam will become PureCircle's new distributor of great-tasting stevia leaf... [more](#)

Ice-cream brand 'Rollick' is in process of regional expansion

15th Feb 2020. Agro n Food Processing

Bengal-based ice cream brand 'Rollick', owned by Prestige Ice Creams Pvt Ltd, is looking to spread its wings in the eastern and north-eastern regions by expanding its presence in 100 more II & III tier cities... [more](#)

Ben & Jerry's is the first ice cream brand to offer sunflower butter-based products

5th Feb 2020. **Agro n Food Processing**

Ben & Jerry's is the first ice cream brand to offer sunflower butter-based pints to consumers. With the launch of these sunflower butter-based products, Ben & Jerry's is doubling down on its non-dairy alternative portfolio... [more](#)

Consumer Durables

Panasonic to launch connected home appliances this year

13th Feb 2020. **Economic Times**

Panasonic is going to make a foray into internet-connected home appliances in India this year and the Japanese firm is not going to charge a premium for them... [more](#)

Joint Venture

Swiggy partners with restaurants to launch exclusive delivery brands

12th Feb 2020. **ET Retail**

Food delivery platform Swiggy is collaborating with select top-rated restaurants including Berco's Restaurant, Impresario Group, Bar Stock Exchange and Gilly's among others to co-create exclusive delivery-only brands on its platform... [more](#)

Best Regards



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