



## Consumer &amp; FMCG Newsletter

## Investment and Exit

**Myntra buys Bollywood star Deepika Padukone's fashion brand 'All About You'**

5th Aug 2020. Business Standard

Walmart-owned fashion retailer Myntra has acquired 100 per cent stake in Bollywood star Deepika Padukone's fashion brand, 'All About You', for an undisclosed amount....[more](#)

**Singer Sukhbir Singh invests in nutrition-focused wellness brand Fitspire**

10th Aug 2020. VCCircle

Delhi-based Starcap Wellness Pvt. Ltd, which operates the nutrition-focused wellness brand Fitspire, has raised pre-seed funding from angel investors...[more](#)

**Sequoia Surge, Omidyar infuse capital into Drink Prime**

4th Aug 2020. VCCircle

Water purifier startup Drink Prime, which was one of 15 startups selected for the third cohort of Sequoia Capital's accelerator programme Surge earlier this year, has raised pre-Series A funding from a clutch of investors...[more](#)

**SaaS startup inFeedo snags funding from Y Combinator, angel investors**

4th Aug 2020. VCCircle

inFeedo Inc., a people analytics-focused software-as-a-service company, has raised \$700,000 in funding from a clutch of investors including global startup accelerator Y Combinator....[more](#)

**Bira in talks with foreign investors for up to 20% stake sale**

11th Aug 2020. Live Mint

India's B9 Beverages, maker of popular craft beer Bira, is in talks with international brewers and investors to sell a stake of up to 20% in the company...[more](#)

**Customer Support SaaS Startup Verloop Raising INR 26 Cr From Alpha Wave, Existing Investors**

14th Aug 2020. Startup Around

Bengaluru-based conversational AI and customer support SaaS provider Verloop is raising INR 26 Cr through equity & preference shares from Alpha Wave Incubation, Praitithi Investment Trust, Parampara Early Stage Opportunities Fund and Mumbai-based angel investors Manikkan Sangameswaran and Sankarnarayanan Sangameswaran....[more](#)

## Fund Raise

**Britannia Industries raises Rs 300 crore through allotment of CPs**

13th Aug 2020. Money works for me

Britannia Industries has raised Rs 300 crore through allotment of Commercial Papers (CPs)...[more](#)

## Merger And Acquisitions

**Beauty brand MyGlamm acquires women-centric digital platform POPxo**

7th Aug 2020. Business Standard

In a first-of-its-kind consolidation move in the beauty segment, MyGlamm has acquired digital media platform POPxo, which focuses on content for women...[more](#)

## Corporate News

### **Mondelez India expands portfolio, gears up to revamp operations**

4th Aug 2020. Business Standard

Despite disruption in business in the past few months, Mondelez India is gearing up to revamp its operations. The country's largest chocolate maker is expanding its portfolio in bakery, rationalising its shelf-keeping units (SKUs) and improving direct reach in search of growth...[more](#)

### **Nutrify India signs up three global nutraceuticals leaders for India foray**

10th Aug 2020. FnB News

On the back of a very high demand for nutraceuticals due to increase of immunity awareness, three global nutraceutical leaders are planning aggressive forays into the Indian market...[more](#)

### **North-East has potential to emerge as largest oil palm cultivator in India**

10th Aug 2020. FnB News

OPDPA (Oil Palm Developers and Processors Association), the nodal agency for oil palm cultivation in India, lauds the message by PM Narendra Modi for recognising the need and importance of being self-reliant in edible oil, and asking farmers and state governments of north east to pursue oil palm cultivation....[more](#)

### **Faraday launches Ozone-based disinfectant that makes food 100% safe from virus**

6th Aug 2020. FnB News

Faraday Ozone, a leading manufacturer of ozone generators from Coimbatore, has launched Ozodip, a patented ozone-based food detoxifier....[more](#)

### **To make cattle supplements, Cargill invests \$15 mn in Maharashtra**

7th Aug 2020. Agro n Food Processing

Cargill India, initially in 2019 had posted a revenue of USD 1.2-1.3 billion, has set up a high-pressure hydrogenation plant in Kurkumbh to manufacture bypass fat which is already in production process....[more](#)

### **International Beauty Brand ESPA Unveils In India (The Hut Group)**

4th Aug 2020. Franchise India

India's connoisseurs of luxurious beauty and skincare products now have access to one of the World's most premium brands, ESPA. THG (The Hut Group), in strategic partnership with Green Ideas Technology Private Ltd., is all set to launch its first beauty brand, ESPA in India...[more](#)

## Food & Beverages

### **Myprotein launching four new products with Indian palate, season in mind**

13th Aug 2020. FnB News

Myprotein, world's leading online sports nutrition brand, is launching four new products for its protein lovers. These products are launched keeping in mind Indian palate and seasonal delight....[more](#)

### **Surya Concepts launches Surya at Home range of responsibly curated products**

11th Aug 2020. FnB News

Surya Concepts is India's first and only 100 per cent artificial colour/emulsifiers and preservatives-free, gluten-free, GMO-free, refined sugar-free - vegan catering and take-away located in New Delhi....[more](#)

### **Coca-Cola launches immunity boosting Minute Maid Nutriforce and Vita Punch**

6th Aug 2020. FnB News

Reiterating its commitment as a 'Total beverage company with strong local roots', Coca-Cola India continues to invest in the essence of India by advancing beverage localisation, celebrating farmers and catering to the evolving needs of the Indian consumers....[more](#)

### **Amul extends immunity booster range with launch of new haldi ice cream**

3rd Aug 2020. FnB News

While the world is learning to cope with the Covid-19 pandemic till we get an antidote for it, people have come to learn and follow the ancient ways of keeping the immunity high with the help of Ayurveda and practicing a healthy lifestyle....[more](#)

## Consumer Durables

### **Super Plastronics to invest Rs 500 cr to set up Kodak TV manufacturing plant**

4th Aug 2020. ET Retail

Super Plastronics, the Indian brand-licensee of Kodak television, will invest Rs 500 crore to set up a fully automated TV manufacturing plant in Hapur, Uttar Pradesh, over the next 3 years...[more](#)

## Joint Venture

### MoU between CSIR and FSSAI for collaborative research on food & nutrition

12th Aug 2020. FnB News

A Memorandum of Understanding aiming towards collaborative research and information dissemination in the area of food and nutrition was signed by FSSAI and CSIR recently...[more](#)

## Consumer & FMCG

### Grofers partners 600 new local and regional FMCG brands

8th Aug 2020. Economic Times

SoftBank-funded e-retailer Grofers has tied up with more than 600 new regional and local consumer goods brands, doubling the number of sellers on its platform as part of a strategy to offer significantly higher discounts during its mega sales at a time when competition from Reliance JioMart and Amazon is intensifying....[more](#)

### Dabur expands baby care product portfolio, launches 8 new Ayurveda-based products

7th Aug 2020. Economic Times

Homegrown FMCG firm Dabur on Friday announced the expansion of its baby care portfolio with the launch of eight new Ayurveda-based products looking into the growing demand of baby care products...[more](#)

### Jubilant FoodWorks enters FMCG business, sets up direct competition with HUL, Nestle

7th Aug 2020. Economic Times

Jubilant FoodWorks has stepped into the Rs 500-crore ready-to-cook condiments space, setting up direct competition with packaged foods makers including Nestle, Hindustan Unilever and Dr Oetke...[more](#)

### Dabur to pump in 500cr in Smart Industrial Park

12th Aug 2020. ET Retail

Homegrown FMCG Company Dabur has proposed to pump in Rs 500 crore for setting up a manufacturing facility in Smart Industrial Park (SIP) at Pithampur....[more](#)

Best Regards



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