



Consumer & FMCG

Fortnightly Newsletter

8th January to 22nd January 2020

Consumer & FMCG Newsletter

Investment and Exit

Mamaearth's parent company gets Rs 130 crore

9th Jan 2020. Economic Times

Personal care brand Mamaearth's parent company Honasa has raised Rs 130 crore in a Series-B funding round led by Sequoia India to fuel its expansion plan... [more](#)

Samya.AI Raises \$6 Mn From Sequoia To Bring Its FMCG SaaS Tool To Market

20th Jan 2020. INC 42

Sequoia India has invested \$6 Mn in artificial intelligence (AI) powered enterprise SaaS company Samya.AI as a part of the seed-stage funding round... [more](#)

Amazon Will Invest \$1 Bn In India To Digitise SMBs

15th Jan 2020. INC 42

Amazon is all set to invest \$1 Bn in India to support small and medium-sized businesses (SMBs), said the company's founder and CEO Jeff Bezos... [more](#)

Power Gummies Gets Pre-Series A Funding From DSG Consumer Partners

15th Jan 2020. INC 42

New Delhi-based personal care brand Power Gummies has raised an undisclosed amount from investment firm DSG Consumer Partners as a part of its Pre-Series A funding round.... [more](#)

TechnifyBiz Raises \$2 Mn From Omnivore And Others To Expand Operations

14th Jan 2020. INC 42

New Delhi-based B2B food commodity startup TechnifyBiz, on Tuesday (January 14), announced that it has raised \$2 Mn (INR 14.16 Cr) in seed funding from social impact venture capital firms Omnivore and the Insitor Impact Asia Fund... [more](#)

Agritech Ninjacart Bags \$10 Mn From Flipkart, GEC3 For Expansion

14th Jan 2020. INC 42

Bengaluru-based online grocery delivery platform and agritech Ninjacart has raised INR 71.83 Cr (\$10 Mn) in Series C funding round led by homegrown ecommerce giant Flipkart India and Singapore-based GEC3.... [more](#)

Online Beauty Store Purpille Raises \$8 Mn To Strengthen Supply Chain

13th Jan 2020. INC 42

Online cosmetics and beauty products retailer Purpille has raised \$8 Mn in Series C funding round from Belgium-based investment firm Verlinvest... [more](#)

Sprout Ventures, LetsVenture Invests in Ayurvedic Brand Aadar

11th Jan 2020. INC 42

Mumbai-based Ayurveda wellness and lifestyle consumer brand Aadar has raised an undisclosed seed funding in a round led by Sprout Venture Partners and few angel investors from LetsVenture... [more](#)

Zomato Raises \$150 Mn At \$3 Bn Valuation From Ant Financial

10th Jan 2020. INC 42

Online food delivery unicorn Zomato has reportedly raised \$150 Mn At \$3 Bn valuations from existing investor Ant Financial, which is an affiliate of Chinese ecommerce business Alibaba... [more](#)

FabAlley, Indya Owner High Street Essentials Raises INR 8 Cr

9th Jan 2020. INC 42

New Delhi-based fashion house High Street Essentials (HSE), the parent company of women's exclusive brands - FabAlley and Indya, on Thursday (December 9), announced that it has raised INR 8 Cr in venture debt from Trifecta Capital... [more](#)

Rage Coffee Brews Expansion With Refex Capital Investment

8th Jan 2020. INC 42

New Delhi-based food & beverages brand Rage Coffee has raised funding in a round led by early-stage investment firm Refex Capital.... [more](#)

Fund Raise

Britannia Industries raises Rs 500 crore via CPs

20th Jan 2020. Money Works for Me

Britannia Industries has raised funds aggregate to Rs 500 crore through issuance of Commercial Papers (CPs)... [more](#)

Merger And Acquisitions

Zomato acquires 9.99% stake in Uber's food delivery business in India

21st Jan 2020. FnB News

Zomato, one of the largest food apps in India, recently acquired Uber's food delivery business in India in an all-stock transaction, which gives Uber 9.99 per cent ownership in Zomato... [more](#)

Dinshaw's Dairy Foods in takeover talks with US based Bain Capitals

10th Jan 2020. Agro n Food Processing

Indian ice-cream business Dinshaw's Dairy Foods is reportedly in talks to sell up to Bain Capital, a major US private-equity firm... [more](#)

Corporate News

Burger Singh on expansion mode; To open 66 outlets pan India in 6 months

22nd Jan 2020. FnB News

Burger Singh, the chain popular for its burgers with an Indian twist, currently boasts of over 35 outlets, and is now heading for aggressive expansion across the country, with the aim of touching 66 more outlets in the next six months... [more](#)

Ahmedabad One Mall sets up Community Fridge to give extra food to needy

20th Jan 2020. FnB News

Ahmedabad One Mall, the mall of choice for Amdavadis, is attempting to distribute extra food to the poor and the hungry through its Community Fridge initiative, the first such project in the city.... [more](#)

Nukkadwala ties up with online platform for biryani & burger delivery

17th Jan 2020. FnB News

Nukkadwala, a prominent street food café chain from NCR (the National Capital Region), has entered an exclusive tie-up with one of the largest online food delivery platform for two new brands... [more](#)

NuTy Has Become The First Company In India to Launch Extended Shelf-Life

16th Jan 2020. FMT Magazine

NuTy has become the first company in India to launch extended shelf-life, ready-to-eat curries, and meals using non-thermal cold pasteurisation through its proprietary cooking process aided by HPP (high-pressure processing) technology... [more](#)

H&M collaborates with Sabyasachi to launch new collection

21st Jan 2020. ET Retail

Fast fashion brand H&M has collaborated with fashion designer Sabyasachi to launch the new line called Sabyasachi x H&M... [more](#)

Reliance setting up small stores for last-mile delivery

21st Jan 2020. ET Retail

Reliance Retail is aggressively ramping up a new network of grocery stores that will also be used for last-mile delivery of food and grocery as part of the Mumbai conglomerate's ambitious omnichannel venture... [more](#)

Mother Dairy opens first restaurant in Noida, plans 60 outlets in Delhi-NCR

18th Jan 2020. ET Retail

Milk and milk products major Mother Dairy on Friday forayed into the Quick Service Restaurant (QSR) segment with the launch of its first cafe in Noida... [more](#)

Tetra Pak collaborates with Hexagon in Smart Plant Engineering Platform

10th Jan 2020. [Agro n Food Processing](#)

Tetra Pak, the world's leading food processing and packaging solutions company, announces a collaboration with Hexagon's PPM Division, the leading global provider of engineering software for the design... [more](#)

Coca-Cola gets full ownership of dairy brand Fairlife

9th Jan 2020. [Agro n Food Processing](#)

Coca-Cola has bought the remaining stake in Fairlife from its joint venture partner Select Milk Producers, a dairy cooperative... [more](#)

Reliance Retail's Fashion Vertical Looks To Leverage AI To Expand Footprint

9th Jan 2020. [INC 42](#)

Reliance Retail plans to leverage data analytics and artificial intelligence to stock store-specific assortment within the next year.... [more](#)

Home & Kitchen

Ghost Kitchens buys stake in restaurant brands QSR, Eathos

22nd Jan 2020. [ET Retail](#)

Ghost Kitchens, an accelerator for delivery-only brands, has taken a majority stake in internet restaurant brands QSR Brands India and Eathos Group, for an undisclosed sum... [more](#)

Food & Beverages

Tata Global Beverages' arm to sell entire stake in Tata Global Beverages Czech Republic

13th Jan 2020. [Money Works for Me](#)

Tata Global Beverages' subsidiary Tata Global Beverages Overseas Holdings has entered into an Agreement for selling 100% of the equity shareholding in Tata Global Beverages Czech Republic... [more](#)

LT Foods' JV launches 'Kari Kari' rice snack

8th Jan 2020. [Money Works for Me](#)

LT Foods and Kameda Seika's Joint Venture Company Daawat-Kameda (India) has launched 'Kari Kari', crunchy, light, healthy and premium rice snacks in the Indian market.... [more](#)

Starbucks marks Barista Pride with 174 drinks; Launches Starbucks Crawl

17th Jan 2020. [FnB News](#)

Starbucks has brought back Barista Pride, with the launch of 174 new beverages.... [more](#)

Bonn launches cracker biscuit range to make a mark on premium biscuits portfolio

16th Jan 2020. [FnB News](#)

With the biscuit and cookies industry in India is being growing at a CAGR (compound annual growth rate) of 10 per cent for the last three years, the Bonn Group of Industries, a leading fast-moving consumer goods (FMCG) has expanded its biscuit portfolio... [more](#)

Subway India launches Chhota Sub, 4-inch subs in veg, non-veg variants

15th Jan 2020. [FnB News](#)

Subway India has launched Chhota Sub in four flavours across its restaurants in the country... [more](#)

Lee Kum Kee launches oyster sauce, favourite with Oriental food lovers

14th Jan 2020. [FnB News](#)

Lee Kum Kee, a century-old ethnic enterprise, has launched oyster sauce, which is expected to uplift patrons experience of Chinese culinary cuisine... [more](#)

Cornitos Launches Tortilla Wraps For All Mexican Food Lovers

17th Jan 2020. [FMT Magazine](#)

Cornitos, the flagship brand of Greendot health foods pvt.ltd. launches Wheat flour tortilla wraps for consumers looking to make flavorful Mexican snack... [more](#)

Mondelez India has Launched Cadbury Chocobakes

10th Jan 2020. [FMT Magazine](#)

Mondelez India has launched Cadbury Chocobakes, which offers consumers the iconic chocolate filled in a cookie... [more](#)

Flipkart piloting fresh fruits & vegetables delivery in Hyderabad

17th Jan 2020. [ET Retail](#)

Walmart-owned e-commerce company Flipkart has started a pilot project in Hyderabad to deliver fresh fruits and vegetables in partnership with vendors on its marketplace... [more](#)

Hershey unveils chocolate bars in India, magnifies retail reach

16th Jan 2020. [Agro n Food Processing](#)

Hershey India Private Ltd, the Indian subsidiary of the American confectionery maker, known for its syrups and spreads, announced the launch of chocolate bars under its flagship Hershey's brand.... [more](#)

PepsiCo launches Mtn Dew Zero Sugar

13th Jan 2020. [Agro n Food Processing](#)

Mtn Dew is introducing a sugar-free version of its original soda. PepsiCo, the brand's parent company, said in the release announcing the drink that the flavor of the beverage... [more](#)

Consumer Durables

Thomson gets Android license, to make TVs in India

16th Jan 2020. [Economic Times](#)

Thomson TV will become the first television player in the country to make Google's Android powered televisions, entirely in India using in-house backward integration manufacturing... [more](#)

Xiaomi plans premium push in India through Mi

16th Jan 2020. [ET Retail](#)

Chinese smartphone maker Xiaomi will double down on its premium bid in India in 2020 and wants to establish its Mi brand for products in pricier segments, including smartphones and televisions... [more](#)

Joint Venture

McDonald's India North & East partners with Zomato, expands McDelivery

16th Jan 2020. [FnB News](#)

McDonald's India - North and East has announced a new partnership with Zomato, further expanding the availability and accessibility of McDelivery... [more](#)

Gulabs teams up with Reliance's online grocery delivery service JioMart

13th Jan 2020. [FnB News](#)

Gulabs, the makers of tasty and delectable hand-crafted Indian snacks, have partnered with Reliance for JioMart, the new online grocery delivery service.... [more](#)

Corporate Action & Management

Hindustan Coca-Cola Beverages brings on board Melvin Tan as chief financial officer

21st Jan 2020. [ET Retail](#)

FMCG company Hindustan Coca-Cola Beverages (HCC) has announced the appointment of Melvin Tan as its new chief financial officer (CFO)... [more](#)

Best Regards



Monal capital
Believe in values

Pooja Shah

Head-Research

Monal Capital (P) Limited

Tel.: +91-22-4976 1501 | 4976 1601 | 4708 1900 Mobile: +91 845480 7250 | [Email: pooja@monalcapital.com](mailto:pooja@monalcapital.com)

114, The Summit business bay, W.E. Highway Metro station, Opp.PVR, Off Andheri Kurla Road, Andheri (E) , Mumbai : 400 093

India, [Website: www.monalcapital.com](http://www.monalcapital.com)

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