



Consumer & FMCG

Fortnightly Newsletter

8th November to 22nd November 2019

## Consumer & FMCG Newsletter

### Investment and Exit

#### Protein Bar Brand 'And Nothing Else' Gets Funding From Matrix Partners, Sauce.vc

21st Nov 2019. INC 42

Protein bar brand 'And Nothing Else' (ANE), which claims to be a clean food company, has raised an undisclosed amount from Matrix Partner in a seed funding round... [more](#)

#### RB Investments, India Quotient Lead \$3.5 Mn Funding In Beverage Startup Coolberg

13th Nov 2019. INC 42

Mumbai-headquartered beverage startup Coolberg announced that it has raised \$3.5 Mn in its Series A funding round.... [more](#)

#### FMO to invest in fresh-produce distributor Waycool Foods

14th Nov 2019. VCCircle

FMO, the Netherlands' development finance company, said on Thursday it plans to invest \$5.2 million (Rs 37.31 crore) in fresh-produce distributor Waycool Foods & Products Pvt. Ltd... [more](#)

#### Blackstone bets \$167 mn more on Future Group's fashion business

15th Nov 2019. VCCircle

Blackstone Group Inc., the world's largest private equity firm, has invested Rs 1,200 crore (\$167 million) in the holding company of Future Lifestyle Fashions Ltd... [more](#)

### Fund Raise

#### Grofers raises Rs 143 Cr from BCCL, receives Rs 321 Cr from parent entity

18th Nov 2019. En Trackr

Grofers has a new investor onboard: media conglomerate Bennett Coleman & Company Limited.... [more](#)

#### Fresh Food Maker Wingreens Raises \$17 Mn From Sequoia, ResponsAbility

19th Nov 2019. INC 42

Gurugram-based food and beverage maker Wingreens has raised \$17 Mn (INR 125 Cr) in Series B... [more](#)

#### Burger Singh Gets An Extra Serving Of Funds From Singapore's RB Investments

15th Nov 2019. INC 42

Burger Singh, a homegrown fast food chain, has raised a fresh funding round led by RB Investments for an undisclosed amount... [more](#)

#### B2B Marketplace, Jumbotail Raises INR 14 Cr From Nexus Venture Partners

15th Nov 2019. INC 42

Bengaluru-based online B2B marketplace for food and grocery, Jumbotail has raised INR 14.2 Cr from an existing investor, Nexus Venture Partners.... [more](#)

#### Alia Bhatt-Backed Fashion Startup StyleCracker Raises \$2 Mn To Expand Its Footprint

14th Nov 2019. INC 42

Mumbai-based personal styling platform, StyleCracker, on Thursday, announced that it has raised \$2 Mn... [more](#)

## **Non-alcoholic beverage maker Svami gulps down pre-Series A funding**

21st Nov 2019. VCCircle

Non-alcoholic beverage maker Svami Drinks has raised Rs 7.5 crore (\$1 million at current exchange rate) in its pre-Series A round... [more](#)

## **ANE raises funds from Matrix Partners and angels**

20th Nov 2019. Economics Times

Packaged health food brand And Nothing Else (ANE) has raised its first round of capital from Matrix Partners, along with Sauce.vc and a clutch of angels... [more](#)

## **Merger And Acquisitions**

### **Flipkart acquires a 20% stake in loyalty management startup EasyRewardz**

19th Nov 2019. En Tracker

Online retailer Flipkart is in the final stages of acquiring a 20% stake in loyalty points management startup EasyRewardz... [more](#)

### **Bigbasket set to acquire DailyNinja in \$20-25 Mn cash and equity deal**

19th Nov 2019. En Tracker

Independent plays in subscription commerce aka micro-delivery space is almost over, except Milkbasket. After Doodhwala shut down, Sequoia-backed DailyNinja is set to merge with Bigbasket... [more](#)

### **ITC To Acquire Stake In Vending Machine Startup Delectable To Expand Retail Distribution Network**

14th Nov 2019. INC 42

Indian conglomerate ITC Ltd announced on Wednesday (November 13) that it is going to acquire up to 33.42% stake in Bengaluru-based vending machine tech startup Delectable Technologies... [more](#)

### **Global PE majors seek to sweep up Eureka Forbes**

22nd Nov 2019. Economics Times

Global PE majors Blackstone, KKR, Apax and TPG Capital have joined Advent and Temasek-backed Crompton GreavesNS Consumer in the race to acquire a controlling stake in Eureka Forbes... [more](#)

## **Corporate News**

### **Swiggy Investor Prosus May Increase Investments In India's Foodtech Startups**

21st Nov 2019. INC 42

Prosus Ventures (earlier Naspers Ventures) may soon make more investments in the food delivery space in India... [more](#)

### **Uber Infuses INR 1767.46 Cr To Boost India Biz Ahead Of Public Transport Launch**

13th Nov 2019. INC 42

After battling for years on the ground to capture market share with Ola, Uber recently streamlined its India operations by transferring assets from Netherlands to India.... [more](#)

### **Times Group forays into beauty services with launch of Femina Flaunt Beauty Studio**

14th Nov 2019. Economics Times

Bennett, Coleman & Co. Ltd., (The Times Group), has marked its entry into beauty services with the launch of first Femina Flaunt Studio Salon in Mumbai... [more](#)

### **PureCircle to expand its footprint in Indian Market**

18th Nov 2019. Agro n Food Processing

The world's leading producer zero-calorie stevia sweeteners- PureCircle- plans to grow its India footprint... [more](#)

### **Amazon to launch a new supermarket brand distinct from the Whole Foods Market chain**

14th Nov 2019. Agro n Food Processing

Amazon is planning to bring in new supermarket brand distinct from the Whole Foods Market chain... [more](#)

### **Uber Eats focuses on aggressive expansion in India**

16th Nov 2019. Economics Times

Uber Eats, the food delivery unit of Uber, on Friday said it is focussing aggressively on expanding its presence in India, a market that is expected to become a USD 15 billion opportunity over the next few years... [more](#)

## **Home & Kitchen**

### **Swiggy Eyes Mid-Tier Cities With INR 250 Cr Cloud Kitchen Plan**

20th Nov 2019. INC 42

Food delivery startup Swiggy said that its cloud kitchen programme, Swiggy Access, now hosts kitchens by 1000 restaurant partners across India... [more](#)

## Food & Beverages

### Canada's AGT seeks stable policies to step up India play

22nd Nov 2019. [Economics Times](#)

AGT Foods, one of the largest producers of pulses and staple food in the world, is keen to invest more than \$500 million in India provided the country offers a stable policy regime and modernises its agriculture... [more](#)

### ChickP unveils line of next-gen chickpea isolates for dairy alternatives

20th Nov 2019. [FnB News](#)

ChickP Ltd, a foodtech start-up developing innovative plant proteins, has launched a line of next-gen chickpea isolates, especially designed for plant-based dairy alternative products... [more](#)

### First-ever cold tea cafe chain T-Enjoy opens two new stores in New Delhi

18th Nov 2019. [FnB News](#)

T-Enjoy, the maiden chain of cold tea cafes, has opened two new outlets in New Delhi... [more](#)

### Kadu, India's first wildlife wine brand, brought to Maharashtra by Sula

16th Nov 2019. [FnB News](#)

Sula Vineyards, India's largest and most awarded wine brand (and one of the world's most sustainable wineries), has brought Kadu, India's first wildlife wine, to Maharashtra.... [more](#)

### Tonino Lamborghini Luxury Beverages unveils range of products in India

12th Nov 2019. [FnB News](#)

The distribution in India of Tonino Lamborghini luxury beverages products was announced at a recent event in Mumbai.... [more](#)

### Imported decaffeinated coffee products get a boost with new FSSAI stds

12th Nov 2019. [FnB News](#)

Paving the way for introduction of innovative and imported coffee products in the country, FSSAI, in a recent amendment, has gazette notified new standards for decaffeinated ground and roasted coffee, decaffeinated soluble coffee powder and revision of standards for packaged drinking water... [more](#)

### Demand for Indian organic foods rising globally following Biofach India

12th Nov 2019. [FnB News](#)

From organic medicinal plants to millets, foreign buyers from China, South Korea, Vietnam, Myanmar, Bangladesh, Mexico, and the European Union (EU) evinced keen interest in Indian organic food products to cater to increasing consumption levels in their own countries at Biofach India 2019... [more](#)

### Aha! Coca Cola brings in new sparkling water brand debuts in March 2020

14th Nov 2019. [Agro n Food Processing](#)

Coca-Cola is going to launch a new sparkling water brand called Aha in March 2020. The new beverage marks the company's first major new brand launch since 2006... [more](#)

### Future Consumer's dairy brand, Dreamery goes for expansion; now to be sold in general market

12th Nov 2019. [Agro n Food Processing](#)

Future Consumer's dairy brand Dreamery is going to be now available in general market in addition to Future Group retail outlets like Big Bazaar and Easy Day... [more](#)

## Consumer Durables

### Samsung may switch on TV production in India

20th Nov 2019. [Economics Times](#)

Samsung India is bringing back television production to India after a year with the government scrapping import duty on the biggest component open cell panel, or displays, said people with knowledge of the matter.... [more](#)

## Joint Venture

### Versace, Cavalli seek new partners in India; Longchamp shuts shop

22nd Nov 2019. [Economics Times](#)

Trouble looms over the luxury retail sector as consolidations are forcing brands to seek out new partners or close shop here. Iconic luxury brands Versace and Roberto Cavalli are on the lookout for a new partner in India and French bridge-to-luxury brand Longchamp has shut shop... [more](#)

### US-based Dole Foods eyes Indian market through tie-up with Future Group

14th Nov 2019. [Economics Times](#)

Future Group has partnered Dole Foods, the world's biggest producer of fruit and vegetables, to launch their products in India by year-end... [more](#)

## Homefoodi & Dunzo tie up to deliver home-made meals to homes in Noida

12th Nov 2019. FnB News

Homefoodi, a Noida-based e-commerce start-up, has partnered with Dunzo to provide authentic home-made food made by chefs delivered right at your doorstep... [more](#)

### Consumer & FMCG

## Unpacking Grofers' offline push to establish itself as an FMCG brand

21st Nov 2019. En Tracker

Grocery start-up Grofers' offline foray seems to be paying off. The Gurugram-based company is generating Rs 20 crore in monthly revenue from its branded kirana stores... [more](#)

## Amazon India Plots Private Label Expansion With Accelerator Programme

13th Nov 2019. INC 42

Amazon is all set to bring its seller-focussed Accelerator programme to India and take a more hands-on approach to private label expansion... [more](#)

## Patanjali open to deals with MNCs

11th Nov 2019. Economics Times

Patanjali Ayurved, which has constantly positioned itself as a 'swadeshi' alternative to multinational products, is open to deals with global companies... [more](#)

Best Regards



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