



Consumer & FMCG

Fortnightly Newsletter

8th December to 22nd December 2019

Consumer & FMCG Newsletter

Investment and Exit

Lightbox puts \$8 million in Bombay Shirt Company

13th Dec 2019. Economic Times

Bombay Shirt Company has raised \$8 million (Rs 56.6 crore) in a fresh round of equity financing from Mumbai-based venture capital firm Lightbox... [more](#)

Fireside Ventures to invest in 20 start-ups in superfoods, fashion segments

9th Dec 2019. Business Standard

Expanding its portfolio across the consumer wallet, early-stage venture investment fund Fireside Ventures is looking to invest in superfoods, personalised beauty, and fashion start-ups from its second fund... [more](#)

Licious raises Series E funding worth \$30 mn, led by Vertex Growth Fund

18th Dec 2019. FnB News

Licious, the fresh meat and seafood brand, has received a Series E funding round of \$30 million. The round is led by Singapore-based Vertex Growth Fund, along with existing investors... [more](#)

Open Secret raises seed funding from Matrix Partners and others

19th Dec 2019. ET Retail

Open Secret, a food and beverages startup that is looking to take a swing at the healthy snacks market in India, has raised an undisclosed amount in seed capital led by Matrix Partners... [more](#)

HungerBox gets \$12 mn from Paytm and others

17th Dec 2019. ET Retail

Bengaluru-based HungerBox, a B2B food tech solutions provider, has raised \$12 million in a new round of funding from a consortium of investors including Paytm, Sabre Partners, Neoplux, and NPTK Emerging Asia Fund... [more](#)

Box8 Bags \$1.69 Mn Debt Funding From Trifecta Capital

12th Dec 2019. INC 42

Mumbai-based foodtech startup Box8 has raised a fresh round of debt to amp up its opportunities in the burgeoning cloud kitchen space in India... [more](#)

Merger And Acquisitions

Patanjali Ayurved completes acquisition of Ruchi Soya

19th Dec 2019. Money Works for Me

Patanjali Ayurved has made its first big acquisition when it paid Rs 4,350 crore to take over Ruchi Soya through an insolvency process... [more](#)

Zilingo acquires Sri Lankan firm nCinga for \$15.5 million

18th Dec 2019. ET Retail

Singapore-based fashion supply chain enabler Zilingo has acquired Sri Lanka-based software company nCinga Innovations for \$15.5 million in a cash and stock deal... [more](#)

Dabur India Ltd to spend part of its cash reserve to acquire companies and revive sales

9th Dec 2019. **Agro n Food Processing**

Dabur India Ltd., is willing to spend part of its about \$500 million cash reserve to acquire companies and revive sales that grew at the slowest pace in two years... [more](#)

Corporate News

Tea Board launches corporate credit card for buyers at tea auctions

12th Dec 2019. **Economic Times**

In order to facilitate smooth remittance of auction proceeds from sale of teas, Tea Board on Thursday launched online credit facility to the buyers in the form of "Corporate Credit Card" in partnership with ICICI Bank.... [more](#)

Zomato-UberEats deal: Cab company may invest up to \$200 million

16th Dec 2019. **Economic Times**

Ride-hailing major Uber is in discussions to invest \$100-200 million in fresh capital as part of the sale of its India food-delivery business to local rival Zomato... [more](#)

Arjun Kapoor starts food biz startup with aim to improve gender parity

12th Dec 2019. **Economic Times**

Arjun Kapoor has become an entrepreneur, investing in an emerging food delivery startup and said the focus is to bring a positive social change towards gender parity in society... [more](#)

Cantabil to take store count to 400 in 2020

18th Dec 2019. **ET Retail**

Apparel company Cantabil will invest around Rs 25 crore to open 110 new stores in 2020 to take the total store count to 400, the company said in a statement.... [more](#)

Future Group's Plan To Invest In Koovs Hits RBI's Roadblock

13th Dec 2019. **INC 42**

Future Lifestyle Fashion's proposal to invest in Delhi and UK-based online fashion marketplace Koovs has been rejected by the Reserve Bank of India.... [more](#)

Bata Eyes To Reach More Customers By Using Multi-Channel Strategy

17th Dec 2019. **Franchise India**

Bata will use a multi-retail channel approach along with an e-commerce platform for reaching out to as many customers as it can... [more](#)

Food & Beverages

Nutrition brand OZiva comes out with a green tea

18th Dec 2019. **Economic Times**

Active nutrition brand OZiva has come out with Matcha Plus, a green tea packed with a healthy blend of organic Japanese matcha, licorice, activated charcoal and ginger root designed to improve skin health... [more](#)

Walmart, Flipkart invest in Ninjacart

12th Dec 2019. **Economic Times**

India's largest online retailer, Flipkart, and its US-based parent entity Walmart have jointly invested an undisclosed sum in fresh produce supply chain startup Ninjacart... [more](#)

Beam Suntory launches Oaksmith whisky & three premium spirits in India

21st Dec 2019. **FnB News**

Beam Suntory, the global premium spirits company, has launched a range of four premium spirits in India.... [more](#)

BrewHouse Tea Brewing Co launches India's 1st certified organic ice tea

20th Dec 2019. **FnB News**

BrewHouse Tea Brewing Co has launched India's first certified organic ready-to-drink ice tea, which is available across all metros and Tier-I cities... [more](#)

PepsiCo to launch its new coffee-infused cola

14th Dec 2019. **Agro n Food Processing**

PepsiCo will launch its new coffee-infused cola concept, Pepsi Cafè in April for a limited time... [more](#)

Consumer Durables

TCL to enter AC market in India next month

17th Dec 2019. **Economics Times**

China's TCL is entering the air-conditioner market in India next month and launch an array of internet-enabled models with plans to locally manufacture them... [more](#)

Infinix to bring smart TVs to India next year

15th Dec 2019. [Economic Times](#)

Smartphone maker Infinix will soon join peers such as Xiaomi, Motorola and OnePlus by bringing its smart televisions (TVs) to the Indian market... [more](#)

Joint Venture

FSSAI partners with NASSCOM Foundation to build a technology platform for Food Donation in India

13th Dec 2019. [Agro n Food Processing](#)

India will soon have access to a common help-line and a mobile application to donate food to the needy. FSSAI and NASSCOM Foundation signed an MoU today to jointly build a technology platform for Food Donation in India.... [more](#)

Myntra Goes High Fashion With Pernia's Pop Up Shop Tie-up

12th Dec 2019. [INC 42](#)

Ahead of its year-ending sale, Myntra has entered the luxury fashion segment thanks to a partnership with multi-brand luxury wear marketplace Pernia's Pop Up Shop.... [more](#)

Consumer & FMCG

ITC to step up focus on frozen food to drive non-cigarette sales

12th Dec 2019. [Economic Times](#)

ITC is extending its nascent frozen foods business to a range of new products and smaller towns and cities to compete with more established rivals... [more](#)

Corporate Action & Management

TGBL appoints Sunil D'Souza as MD & CEO

21st Dec 2019. [ET Retail](#)

Tata Global Beverages Ltd (TGBL) on Friday announced appointment of Sunil Alaric D'Souza as its Managing Director and CEO.... [more](#)

Best Regards



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