



Consumer & FMCG Newsletter

Investment and Exit

Mantra Capital backs fitness firm Sarva in maiden investment

29th April 2020. VCCircle

The US- and India-based venture capital firm Mantra Capital has invested in yoga and wellness startup Sarva in an extension of the company's first institutional funding round... [more](#)

Mumbai Angels Network backs AI/ML driven supply chain platform Aker Foods

28th April 2020. Your Story

Pune-based Aker Foods, an AI/ML driven supply chain platform, has raised an undisclosed amount of funding from Mumbai Angels Network.... [more](#)

Sequoia, Sofina lead bridge round in craft beer brand Bira 91

27th April 2020. VCCircle

B9 Beverages Pvt. Ltd, which makes craft beer under the brand Bira 91, has raised \$20 million (Rs 152 crore at current exchange rates) in a bridge round of funding from a clutch of existing and new investors.... [more](#)

Native Angels Network leads investment in dairy products firm UzhavarBumi

21st April 2020. VCCircle

UzhavarBumi Agro Products Pvt. Ltd, a dairy products company, has raised Rs 1.7 crore (around \$221,686 at current exchange rates) from Native Angels Network, the investment arm of the Tier-II and Tier-III focussed Nativelead.... [more](#)

Better Capital-backed fitness platform Fittr raises pre-Series A funding

28th April 2020. VCCircle

Squats Fitness Pvt. Ltd, which operates online fitness portal Fittr, has raised \$2 million (approximately Rs 15.28 crore at current exchange rates) in its pre-Series A funding round from Surge, the accelerator programme operated by Sequoia Capital India.... [more](#)

Cloud kitchen platform Box8 raises Series C funding

21st April 2020. VCCircle

Poncho Hospitality Pvt. Ltd, which operates cloud kitchen platform Box8, has raised nearly \$3.9 million (around Rs 30 crore at current exchange rates) as part of its ongoing Series C funding round.... [more](#)

B2B agri-tech startup Bijak raises Series A funding

20th April 2020. VCCircle

Bijak, a business-to-business agricultural-technology startup, has raised Rs 90.76 crore (nearly \$12 million at current exchange rates) in its Series A funding round led by Russian venture capital firm RTP Global.... [more](#)

Merger And Acquisitions

Ossify invests Rs 225 crore to acquire manufacturing facility for producing Compaq TVs

21st April 2020. Economic Times

Ossify industries, which has brand rights of Compaq's television business here, on Tuesday said it has invested Rs 225 crore to acquire a manufacturing facility at Kundli in Haryana and expects to start production by the end of 2022.... [more](#)

Milkbasket in talks with Amazon for acquisition

18th April 2020. Entracker

Online milk delivery startup Milkbasket is in talks with Amazon India for a potential acquisition... [more](#)

Corporate News

JioMart may save small shops from e-commerce storm, help kirana stores turn tables on modern retail

30th April 2020. Financial Express

Mukesh Ambani's JioMart is expected to script a new history for India's kirana stores, which have been facing the onslaught of modern trade and e-commerce for some time now.... [more](#)

Food & Beverages

Marico enters fruits and veggie wash segment

30th April 2020. Economic Times

Marico Limited has launched a new brand Veggie Clean to enter vegetable and fruit hygiene category, cashing on the the increased consumer awareness... [more](#)

Joint Venture

Swiggy partners with Tamil Nadu's AAVIN to deliver dairy products

26th April 2020. Financial Express

Food delivery platform provider Swiggy has partnered with Tamil Nadu Co-operative Milk Producers' Federation popularly known as 'AAVIN' to retail its dairy and dairy products... [more](#)

Del Monte Partners with Zomato, Swiggy & Dunzo for Home Delivery of Products

27th April 2020. FMT Magazine

FieldFresh Foods Pvt. Ltd has announced strategic tie-ups for its premium food brand, Del Monte, with online food delivery platforms Zomato and Swiggy as well as door to door delivery application, Dunzo to deliver its range of premium food products.... [more](#)

Best Regards



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