



Consumer & FMCG

Fortnightly Newsletter

16th June to 30th June 2020

Consumer & FMCG Newsletter

Investment and Exit

o9 Solutions raises \$100 million from KKR

17th June 2020. *Economic Times*

Integrated business planning solutions provider o9 Solutions has raised \$100 million from global investment firm KKR...[more](#)

Shikhar Dhawan invests in yoga brand Sarva

16th June 2020. *Economic Times*

Yoga-based wellness brand Sarva on Tuesday said it has raised an undisclosed amount of funding from cricketer Shikhar Dhawan...[more](#)

Inflection Point Ventures backs Samosa Party Foods in latest bet

29th June 2020. *VCCircle*

Samosa Party Foods, a snack-focused cloud kitchen platform, has raised funding from angel investment platform Inflection Point (IP) Ventures...[more](#)

Matrix Partners leads Series A round for nutrition brand OZiva

25th June 2020. *VCCircle*

Early-stage venture capital firm Matrix Partners India has led a \$5 million (Rs 37crore) Series A funding round in plant-based nutrition brand OZiva...[more](#)

A91 Partners invests in spices maker Pushp

17th June 2020. *VCCircle*

Venture capital firm A91 Partners has invested Rs 125 crore (\$16.4 million at current exchange rate) in the company behind spice brands Pushp and Munimji....[more](#)

Milkbasket raises \$5.5M in Series B round, led by Inflection Point Ventures

23rd June 2020. *FnB News*

World's first daily contactless delivery service and one of India's biggest grocery delivery start-up Milkbasket has closed a fresh round of investment led by Inflection Point Ventures with existing investors for \$5.5M, as it continues to grow its operations across India and maintain its market leader position in the daily grocery delivery space....[more](#)

Cloud kitchens company Hoi Foods raises \$2 million in pre-series A funding

22nd June 2020. *FnB News*

Hoi Foods, which operates several cloud kitchens, has raised \$2 million in its pre-series A funding round. This round of funding was led by 1Crowd fund...[more](#)

Fund Raise

Micro delivery app OwO raises Rs 5 crore

25th June 2020. *Economic Times*

Subscription-based micro-delivery app OwO, dealing in essential goods deliveries starting with packaged water, said it has raised funding on Rs 5 crore to set up operations across Gurugram with plans to expand to Delhi, followed by Mumbai, Hyderabad and other cites within 2020-21....[more](#)

Merger And Acquisitions

Mukesh Ambani's RIL set to acquire Kishore Biyani-led Future Group

30th June 2020. *Business Today*

Mukesh Ambani-led Reliance Industries (RIL) is reportedly close to inking a deal that would give the conglomerate a controlling stake in the retail businesses of Kishore Biyani's Future Group....[more](#)

Corporate News

Amazon Pay now allows you to buy from local stores & pay via QR code

26th June 2020. [Economic Times](#)

Amazon Pay has launched Smart Stores, an initiative that allows customers to scan a QR Code to explore products within offline stores and pay for them using various payment instruments available on the payments platform...[more](#)

Flipkart close to hyperlocal debut with 90-minute delivery

17th June 2020. [Economic Times](#)

Flipkart is set to launch a separate business vertical to cater to 90-minute delivery of goods from local stores and its own small fulfilment centres...[more](#)

Swiggy launches its own digital wallet with ICICI Bank

30th June 2020. [ET Retail](#)

Food delivery platform Swiggy on Tuesday launched its own digital wallet to enable single-click checkout experience on its platform...[more](#)

Home & Kitchen

Lite Bite Foods forays into cloud kitchens

25th June 2020. [Economic Times](#)

Food and beverages retail company Lite Bite Foods, which operates restaurant brands such as Punjab Grill, TRES, The Artful Baker, Zambar and Asia Seven Express besides others is foraying into cloud kitchens and will roll out 36 kitchens across five cities in the next three years....[more](#)

Carnival Group forays into cloud kitchen business

21st June 2020. [Economic Times](#)

Carnival Group, the operator of Carnival Cinemas, India's third largest multiplex chain by screen count, has entered into the cloud kitchen business with launch of a wholly owned subsidiary Purple Foods & Beverages....[more](#)

Food & Beverages

iD Fresh launches trust shops to aid contactless delivery in Covid-19 hit areas

25th June 2020. [Economic Times](#)

Azim Premji-backed iD Fresh Food has launched trust shops with non-surveillance delivery model to sell its ready-to-cook (RTC) products at residential complexes amid the pandemic....[more](#)

Jain Farm Fresh launches Aayush Kadha

29th June 2020. [BW Hotelier](#)

To assist people in taking preventive measures which boost our immunity in these times, Jain Farm Fresh Foods Ltd.'s brand Valley Spice launches Aayush Kadha....[more](#)

ITC's foods business collaborates with Frozen Bottle to enter online dessert space

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

ITC's cookie brand Sunfeast Dark Fantasy has collaborated with milkshake maker Frozen Bottle to penetrate the online dessert space as consumers pivot their spending online and stay at home in the new normal....[more](#)

RoohAfza Fusion: Hamdard Laboratories India enters ready-to-drink segment

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

Hamdard Laboratories India on Tuesday announced its foray into the ready-to-drink segment with the launch of fruit juice flavours and milkshake under its popular RoohAfza umbrella brand....[more](#)

Tata Starbucks forays in value-pack at-home segment

22nd June 2020. [Economic Times](#)

Coffee chain Tata Starbucks on Monday announced its foray in the handcrafted packaged take-away beverage segment aimed at in-home consumption at a time when consumers are continuing to stay away from malls and restaurants...[more](#)

LT Foods launches cuppa rice under 'Daawat brand'

17th June 2020. [Money Works for me](#)

LT Foods has widened its offering of value-added foods by launching cuppa rice under 'Daawat brand'!...[more](#)

Bonn Group launches range of cup cakes, bar cakes in many variants

25th June 2020. [FnB News](#)

With cakes and other bakery products one of the most selling food segments in India during the times of Corona virus pandemic, leading FMCG player Bonn Group of Industries is not left behind in expanding its cake portfolio....[more](#)

Dairy Day launches haldi and chyawanprash immunity boosting ice creams

19th June 2020. FnB News

Dairy Day, a top 10 ice cream brand in India, with extensive presence in Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Maharashtra, Goa and Pondicherry has launched Dairy Day Plus, a range of ice creams...[more](#)

Creamline Dairy unveils Protein Plus Milk to address deficiency, immunity

26th June 2020. FnB News

Creamline Dairy Products, a subsidiary of Godrej Agrovvet, has launched Jersey Protein Plus Milk, with 30% more protein than regular toned milk....[more](#)

Hangyo Ice creams launches 'Tuppa' The Cow Ghee

24th June 2020. Agro n Food Processing

Hangyo is a household name when it comes to not just ice cream but also milk and milk products, the recent addition to the product line expansion of the brand is "Tuppa" the ghee!...[more](#)

Naturals Ice Cream recommences operations with 8 new variants

18th June 2020. Agro n Food Processing

Coming up with 8 seasonal flavours, Naturals will resume operations with Mango, Tender Coconut, Anjeer, Chickoo, Roasted Almond, Choco Bite, Malai and Malai Khurma flavours. Ice-creams at Naturals, are known to be prepared by three ingredients only- milk, fresh fruits and sugar....[more](#)

'Immunity-boosting' Chyawanprash plus Haldi flavoured ice creams enters market in covid time

18th June 2020. Agro n Food Processing

One of the top ice cream brands of southern India, Dairy Day, is all set to introduce a new range called Dairy Day Plus that has two new variants of chyawanprash and haldi ice creams....[more](#)

Modern Food eyes consolidation opportunities in bread, bakery market

17th June 2020. Live Mint

Private equity firm Everstone Group-owned FMCG business Modern Food Enterprises Pvt. Ltd is eyeing consolidation opportunities in the bread and bakery industry as the covid-19 pandemic has disrupted smaller regional brands...[more](#)

Consumer Durables

Godrej Appliances plans to reach full production capacity from August; sales already at pre-Covid level

26th June 2020. Economic Times

Home grown white goods maker Godrej Appliances is hopeful to reach full production capacity from August onwards as it prepares for the festive season and demand is already reaching pre-Covid level...[more](#)

Brands looking to shift production from China to India/span>

23rd June 2020. Economic Times

Indian contract manufacturers said there is a surge in interest from brands to make products like televisions, air-conditioners, microwave ovens, shoes, speakers, ear phones, set-top boxes and apparel in the country as companies fear consumer backlash against 'Made in China' products and expects surge in import duties by the government as a retaliatory step against China due to the Galwan crisis....[more](#)

OnePlus announces expansion of OnePlus smart TV portfolio

16th June 2020. Economic Times

OnePlus, the global premium technology brand, today announced that it will expand its OnePlus smart TV portfolio in India with the launch of two new series of OnePlus TV....[more](#)

Thomson brand licensee Super Plastronics to invest Rs 1,000 crore in 5 years

19th June 2020. Economic Times

Super Plastronics Pvt Ltd (SPPL), the licensee for French Electronics' brand Thomson, on Friday said it would invest Rs 1,000 crore in the next five years to expand its manufacturing capacity and strengthen its presence in the consumer electronics and appliances segment...[more](#)

Joint Venture

DTC tea brand Vahdam Teas partners Blue Tokai for online delivery

18th June 2020. Economic Times

Direct-to-Consumer tea brand Vahdam Teas, popularised by international celebrities such as Oprah Winfrey and Mariah Carey, has partnered Delhi-based coffee brand Blue Tokai Coffee Roasters to stay relevant as most dine-in outlets remain shuttered amid the Covid-19 lockdown....[more](#)

Panasonic partners Benow to take offline retail stores online

17th June 2020. *Economic Times*

Panasonic India has partnered with digital payment platform Benow to take its offline retail network online....[more](#)

Cargill to partner with Indian firm for chocolate plant

23rd June 2020. *Economic Times*

US food major Cargill is partnering with a manufacturer in India to launch its first chocolate manufacturing operation in Asia....[more](#)

Wow! Momo, Cafe Coffee Day tie up to push local for vocal

29th June 2020. *Live Mint*

Wow! Momo Foods has partnered Cafe Coffee Day (CCD), India's homegrown coffee chain to create wider reach and network for customers...[more](#)

Consumer & FMCG

IITC sets sights on contract farming

22nd June 2020. *Economic Times*

IITC is planning to create export-oriented fruit and vegetables clusters, grabbing the opportunities created by recently announced agricultural reforms, such as allowing contract farming and the expected change in global purchasing patterns...[more](#)

Emami enters soap, hand wash categories under Boroplus

18th June 2020. *Economic Times*

Emami Ltd on Thursday entered the soap and hand wash categories by extending its second largest brand Boroplus into these segments...[more](#)

Best Regards



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