



Consumer & FMCG

Fortnightly Newsletter

15th May to 31st May 2020

Consumer & FMCG Newsletter

Investment and Exit

TCPL Announced That it Will Acquire PepsiCo's Stake in NourishCo Beverages Limited, a 50:50

21st May 2020. Fmt Magazine

Tata Consumer Products Ltd (TCPL) announced that it will acquire PepsiCo's stake in NourishCo Beverages Limited, a 50:50 joint venture between the two companies....[more](#)

Paytm Mall in talks for Grofers stake as SoftBank pushes for consolidation

29th May 2020. ET Retail

Online retailer Paytm Mall has held talks with e-grocer Grofers for a potential investment...[more](#)

Cloud kitchen startup Hoi Foods raises \$2 million in pre-Series A funding

26th May 2020. Mergers India Info

Cloud kitchen startup, Hoi Foods, said it has raised \$2 million in its pre-Series A funding round....[more](#)

Tata Consumer Products to acquire PepsiCo's stake in joint venture NourishCo Beverages

19th May 2020. Mergers India Info

Tata Consumer Products Limited (TCPL) said it will acquire PepsiCo's stake in NourishCo Beverages Limited-a 50:50 joint venture between the two companies....[more](#)

IFC to invest in Accel-backed after-sales services provider Onsitego

22nd May 2020. VCCircle

International Finance Corporation (IFC) has proposed to invest \$10 million (approximately Rs 75.82 crore at current exchange rates) in Onsite Electro Services Pvt. Ltd, which operates after-sales solutions provider Onsitego....[more](#)

Lead Angels Network invests in specialty tea brand Teamonk

18th May 2020. VCCircle

Specialty tea brand Teamonk Global has raised funding from Mumbai-based Lead Angels Network, an angel investment platform....[more](#)

Poultry-focussed startup Eggoz raises second round of seed funding

18th May 2020. VCCircle

Nupa Technologies Pvt. Ltd, which operates agricultural-technology and poultry farming startup Eggoz, has raised Rs 2.5 crore (around \$329,000) in a seed funding round from a clutch of investors...[more](#)

Organic skincare brand Juicy Chemistry raises angel funding

15th May 2020. VCCircle

Juicy Chemistry Pvt. Ltd, which operates an eponymous consumer brand that is focussed on organic-based skincare products, has raised \$650,000 (approximately Rs 4.93 crore at current exchange rates) in an angel funding round...[more](#)

Merger And Acquisitions

ITC acquires Sunrise Foods to strengthen spice business

24th May 2020. Economic Times

ITC Limited is going to acquire Kolkata-based packaged spice firm Sunrise Foods which it said will help to scale up the FMCG business....[more](#)

Swiss agri-food investment firm Pioneering Ventures acquires Lateral Praxis

26th May 2020. Mergers Indaia Info

Switzerland-based agri-food investment firm, Pioneering Ventures, has acquired Lateral Praxis, an Indian agri-tech company....[more](#)

Corporate News

German shoe brand walks out of China, sets foot in Agra

20th May 2020. Economic Times

The state government's efforts to attract foreign investments, especially that which is looking for an alternative to China in the aftermath of Covid-19, bore fruit with a Germany-based footwear brand shifting its entire production to Agra....[more](#)

Jack Daniel's India launches Tip Jar Crowdfunding Initiative For F&B Industry

20th May 2020. Fmt Magazine

To aid and support the industry, Jack Daniel's has launched an online crowdfunding tip-jar initiative, aimed at raising money for bartenders and wait staff community, who have been severely affected due to the coronavirus outbreak....[more](#)

Cantabil re-opens stores across India

29th May 2020. ET Retail

Adhering to the guidelines issued by the central and state governments, as well as with the permission from local authorities, Cantabil one of India's leading apparel brands, re-opened all its exclusive brand stores in the orange and green zones across the country....[more](#)

Aditya Birla Fashion plans Rs 1,000 crore rights issue

27th May 2020. ET Retail

Aditya Birla Fashion & Retail is set to launch rights issue worth Rs 1,000 crore at the earliest, as part of its fund-raising plans for the current fiscal as well to cap the leverage...[more](#)

Flipkart, K'taka Mango Board tie up to help ryots sell online

26th May 2020. ET Retail

e-commerce marketplace Flipkart and Karnataka State Mango Department and Marketing Corporation signed a memorandum of understanding (MoU) on Tuesday, enabling mango farmers sell their fresh produce online through the Flipkart platform....[more](#)

Zoya, India's Answer To Timeless Luxury, Opens At Vittal Mallya Road, Bangalore

25th May 2020. Franchise India

The creator of exquisite jewellery from the House of Tata, Zoya makes its foray into South India with a flagship boutique in Bangalore's most iconic luxury hub....[more](#)

Food & Beverages

PepsiCo partners with Dunzo to deliver its food brands

26th May 2020. Economic Times

Food and beverages major PepsiCo India on Tuesday said it has tied up with on-demand delivery service platform Dunzo to deliver its products from four food brands at consumers' doorsteps....[more](#)

ITC partners with Amway India to sell new immunity beverage

28th May 2020. Economic Times

ITC Ltd has partnered with direct selling company Amway India for distributing its new immunity beverage to stay relevant...[more](#)

Chocolate maker Hershey India partners with Swiggy and Dunzo to widen reach post lockdown

26th May 2020. Economic Times

Hershey India, part of snacking giant The Hershey Company, has partnered with delivery platforms Swiggy and Dunzo to launch their flagship online store...[more](#)

Accolade Wines Rolls Out New Echo Falls Botanicals Range

30th May 2020. Fmt Magazine

Accolade Wines has released a new range of wine under its fruit flavoured Echo Falls brand for consumers seeking lighter drinking choices....[more](#)

Bonn Group Launches Herb & Seeds Bread With Immunity Booster Ingredients

20th May 2020. Fmt Magazine

While the entire nation is trying different means of immunity boosting on a daily basis during the Corona virus scare quarantine period, leading FMCG player the Bonn Group of Industries, under its NU Health range, has unveiled Herb & Seeds bread that contains immunity booster ingredients. This new range of bread will be available in entire North India....[more](#)

Godrej Agrovet Limited Has Announced Partnership with Food Delivery Applications Zomato and Swiggy

18th May 2020. Fmt Magazine

Godrej Agrovet Limited (GAVL), a diversified agribusiness company, has announced partnership with food delivery applications Zomato and Swiggy....[more](#)

Chai Point partners Dunzo and Shadowfax for last mile delivery

28th May 2020. ET Retail

Chai Point, the country's biggest tea retailer, has partnered Dunzo and Shadowfax for last mile delivery, the latest to take direct route to customer homes....[more](#)

Joint Venture

HUL partners with UNICEF to deliver essential products to plantation workers

22nd May 2020. Economic Times

Hindustan Unilever Limited announced today, the extension of its collaboration with the United Nations Children's Fund (UNICEF) to support the delivery of essential hygiene products to tea-plantation workers based in the state of Assam in the response to COVID-19....[more](#)

AAK Teams up With GFI India to Drive Innovation in Plant-Based Category

26th May 2020. Fmt Magazine

AAK Kamani, AAK's majority-owned Indian joint venture, has partnered with the Good Food Institute (GFI) India to accelerate the development of plant-based meat and dairy alternatives....[more](#)

Consumer & FMCG

ITC forays into fruit & vegetable cleaning market space

29th May 2020. Economic Times

ITC Ltd has forayed into the niche fruit and vegetable cleaning space with an aggressive pricing which may both create the market and also help the conglomerate gain market share....[more](#)

Dabur's Pradip Burman sells off nutraceutical firm Sanat Products to Willmar Schwabe

28th May 2020. Economic Times

Pradip Burman, chairman of The Mobius Foundation and senior member of the industrialist group Dabur, has divested nutraceutical firm Sanat Products to the India subsidiary of German company Dr Willmar Schwabe GmbH for an undisclosed amount...[more](#)

ITC to expand presence in hygiene and disinfectant space

17th May 2020. Economic Times

ITC Ltd has expanded its pace of innovation in personal hygiene and disinfectant space riding on the Savlon brand...[more](#)

Best Regards



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