

- VideoVerse acquires Reely

SaaS based video editing platform VideoVerse has acquired artificial intelligence-backed content creation and social media distribution firm Reely for an undisclosed sum. The acquisition helps VideoVerse aim to boost capabilities in the gaming and e-sports sectors

- Ecosoul raises ~US\$ 10mn in Series A funding

Eco-friendly products maker EcoSoul Home on Thursday said it has mopped up Series A funding of ~Rs 82cr from global venture capital firm Accel and investment office Singh Capital Partners. The funds will be used for launching new products, expansion and scaling up tech and data stacks

- Lokal snags ~US\$ 15mn in Series B funding

Hyperlocal content platform Lokal has raised ~Rs 120cr from Global Brain Corporation and Sony Innovation Fund in a Series B round. The funds will be used to grow in existing markets, launch new categories and product capabilities, and strengthen its product and technology teams.

- Beyoung raises ~US\$ 5mn in funding

E-commerce startup Beyoung on Friday said it has secured ~Rs 40cr in an undisclosed funding round from Klub. The funds will be used for expanding its offline presence, marketing, scaling up technology stack and logistical development.

- Wipro Consumer Care acquires Brahmins

Wipro Consumer Care & Lighting has acquired Kerala-based ready-to-cook brand Brahmins. The transaction marks Wipro Consumer's second acquisition in Kerala in the packaged food category. Wipro aims to expand and consolidate its business in the spices, breakfast and ready-to-cook category.