

# January 2023 Transactions and News – Consumer

### - Lead School snags \$20 Mn from Alteria, Stride Ventures, others

Edtech unicorn Lead School has raised Rs 160 crore (\$20 million) in a debt funding round from Alteria Capital, Stride Ventures, Standard Chartered Bank, HDFC Bank and ICICI Bank. The funds will be used to finance the company's organic and inorganic growth.

### - Wakefit raises ~US\$ 40mn in Series D funding

D2C furniture startup Wakefit has raised ~320cr in a Series D funding from Investcorp, Sequoia Capital India, Verlinvest and SIG. The funds will be used to start new categories and deepen its omni-channel presence across the country and ramp up manufacturing and supply chain capabilities, branding and increase its workforce.

### - VilCart raises ~US\$ 18mn in Series A funding

Rural E-Commerce platform VilCart has raised ~Rs 144cr in a Series A round from Nabventures Fund and Texterity Pvt. Ltd. The funds will be used to expand its operations to entire southern India by 2024, launch new products and support initiatives launched towards rural women entrepreneurs.

### - Breathe Well-being raises ~US\$ 6mn in Pre-series B funding

Healthtech startup Breath Well-being has secured Pre-series B funding of ~Rs 50cr from 3one4 Capital, Accel and General Catalyst. The funds will be used for hiring, developing tech stack and boosting its coaching academy.

### - Virohan raises ~US\$ 7mn in Pre-series B funding

Education courses and training platform Virohan has raised ~Rs 57cr in its Pre-series B round from Blume Ventures. The funds will be used to develop and launch new training programs, scale its training platform's infrastructure, and offer content in vernacular languages.

## - Peepul Tree raises ~US\$ 6mn in funding

Live commerce platform Peepul Tree has secured seed funding of ~Rs 49cr from venture capital firm Elevar Equity. The funds will be used for product marketing, onboarding content creators and scaling up tech portfolio.

### - Goat Brand acquires Chumbak

Direct-to-consumer (D2C) brand aggregator Goat Brand Labs has acquired home and lifestyle brand Chumbak for an undisclosed amount. The latest buyout has expanded Goat Brand's portfolio to 20 brands. The company aims to grow Chumbak into a Rs 500cr brand in the next three years.

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