

- **Giva raises ~US\$ 33mn in Series B funding round led by PremjiInvest**

Indiejewel Fashions Pvt. Ltd, which operates silver jewellery-focused brand Giva, has raised ~Rs 270cr in a Series B funding round led by PremjiInvest (~Rs 200cr primary infusion and ~Rs 70cr secondary). The funds will be used to expand Giva's omni-channel presence and consolidate its position as the go-to platform for minimalistic jewellery and affordable gifting options.

- **Uth Beverage acquires the assets of Neostrong Lifecare Pvt. Ltd**

Sports nutrition brand Uth Beverage Factory has acquired the website and products of an online nutrition and sports supplement brand, HealthXP (operated by Neostrong Lifecare Private Limited). The acquisition will provide Uth Beverage with HealthXP's rich customer data, multi-brand access, and a loyal client base.

- **Clensta snags ~US\$ 9mn in a funding round led by TradeCred**

D2C Beauty & Personal Care Brand Clensta has raised ~Rs 75cr in debt and equity from TradeCred and UAE Royal Family. The funds will be used to scale up operations and strengthen brand awareness, marketing and distribution efforts.

- **Styched acquires casual sneaker brand Flatheads**

Sensedynamic Fashions India Pvt Ltd, which operates fashion e-commerce startup Styched, has acquired direct-to-consumer (D2C) casual sneaker brand Flatheads in an all-equity transaction. This acquisition will help Styched expand into the footwear sector.

- **Marico inks agreement to acquire ~58% stake in Plix for ~US\$ 45mn**

Marico Limited has acquired 32.75% stake in plant-based nutrition brand Plix and will acquire additional 25.25% stake in one or more tranches by May 2025. The overall deal consideration was ~Rs 369cr. The investment will help Marico expand its total addressable market in value-added wellness foods and nutrition segments.

- **Smartstaff raises ~US\$ 6mn from Nexus Ventures, Blume Ventures, others**

Blue-collar workforce management firm Smartstaff has raised ~Rs 51cr in a Series A funding round from Nexus Ventures, Blume Ventures, others. The funds will be used for expansion and as well as foraying into newer industries.

- **Vegh raises ~US\$ 5mn as part of its ongoing pre-Series A funding round**

EV startup Vegh has raised ~Rs 41cr as part of its ongoing pre-series A funding round. The funds will be used for the company's working capital needs, improving sales and distribution network, expanding its manufacturing capabilities for EV parts, and research and development initiatives.