

**- Thriwe acquires Ucare Health**

B2B consumer benefits marketplace has acquired Mumbai-based digital health and financial wellness platform UCare Health in an all-cash deal. Post this acquisition, UCare's 100-plus team along with its founder will join Thriwe as a part of its larger global expansion plan.

**- Purpille raises ~US\$ 50mn from ADIA**

Online retailer of beauty and personal care products, Purpille has raised ~Rs 400cr from Abu Dhabi Investment Authority (ADIA). The investment is mostly through secondary transactions as some of Purpille's early investors decided to exit. The company plans to use the primary funding to expand its physical footprint as part of its omnichannel strategy.

**- NIC snags ~US\$ 11mn from Jungle Ventures**

Ice-cream brand NIC has raised ~Rs 90cr in funding from Jungle Ventures. The funds will be used to boost production, enhance product offerings and broaden distribution reach, with an aim of capturing a larger share of the rapidly growing ice cream market.

**- Atomberg raises ~US\$ 86mn in Serie C funding**

Consumer durables company, Atomberg has raised ~Rs 710cr as a part of its Series C funding round from Temasek and Steadview Capital. The funds will be used to boost manufacturing capabilities, support new product launches, deepen offline presence across key regions and consolidate its position in India's consumer appliance market.

**- Laundry Mate raises ~US\$ 6mn in funding**

Online laundry services brand LaundryMate, has raised ~Rs 50cr in a pre-Series A funding round from Blume Founders Fund. The funds will be used to expand across India and aims to launch its services across 30 cities in the next 10 years.