

- **Pepperfry raises ~US\$ 23mn from existing shareholders**

Furniture retailer Pepperfry has raised ~US\$ 23mn in funding from existing shareholders after appointing co-founder Asish Shah as chief executive officer. Funds will be used to strengthen its omnichannel presence, supply chain and innovation.

- **KKR invests ~US\$ 250mn more into Reliance Retail**

Private equity firm KKR has invested ~Rs 2,069.5 crores as additional capital into Reliance Retail Ventures Ltd, the retail arm of oil-to-telecom conglomerate Reliance Industries Ltd, at a valuation of around US\$ 100bn.

- **Reliance Retail acquires majority stake in Alia Bhatt's Ed-A-Mamma**

Reliance Retail Ventures Ltd. (RRVL) has signed an agreement to acquire a 51% stake in Ed-a-Mamma, a kids clothing and maternity-wear brand owned by actor Alia Bhatt and family. The acquisition will bolster Reliance's portfolio of children's brands, which currently includes Hamley's, Pottery Barn Kids, and the exclusive Indian rights for Mothercare.

- **Blue Tokai Coffee Roasters raises funding from Deepika Padukone**

Homegrown coffee brand Blue Tokai Coffee Roasters has secured an undisclosed amount in its ongoing Series B round from Bollywood actor Deepika Padukone's investment entity Ka Enterprises

- **Pilgrim raises ~US\$ 20mn in Series B**

Beauty and personal care brand Pilgrim has secured ~Rs 166.2 crores in a round led by Vertex Ventures Southeast Asia and India. The equity investment in the round was \$13 million while the debt component was \$7 million. Funds will be deployed in brand building, research and development, and expanding its offline presence in India

- **Third Wave Coffee raises ~US\$ 35mn from Creagis, others**

Quick service restaurant chain Third Wave Coffee, has secured ~Rs 291 crores in a Series C round led by PE fund Creagis, with participation from Westbridge Capital, etc. Funds will be put towards expansion, scaling up supply chain and developing its technology stack.

- **Mensa Brands raises ~US\$ 40mn from EvolutionX**

Mensa Brands, which owns and operates a host of D2C companies, has raised ~Rs 330 crores from growth-stage debt financing platform EvolutionX Debt Capital. Funds will be invested in brand building, and to improve capabilities across technology, operations and marketing.

- **Styched acquires Zymrat**

- Fashion and lifestyle-focused D2C startup Styched has acquired Performance Wear Brand, Zymrat. Post this transaction, Styched will operate four brands - Styched, Styched Plus, Flatheads, and Zymrat.