

MERGER AND ACQUISITION

CA. Sujal Shah, CA. Ushma Shah

Wingreens Farms acquires Monsoon Harvest

Wingreen Farms, the seller of snacks and sauces acquired 100 percent stake in Green Light Foods, which own Monsoon Harvest, a Coimbatore-based cereal brand. This acquisition will let Wingreens Farms enter the breakfast category, where it made some headways with its breakfast mixes brand, Impatient Baker launched in 2021.

Masai School acquires Data Analytics institute Prepleaf for \$1M

Bengaluru-based edtech startup Masai School has acquired Delhi-based placement preparation company - Prepleaf for USD 1 million. With this acquisition Masai School will now offer courses in Data and Business Analytics, in addition to Web Development and UI/UX Design. Prepleaf has around 250 students enrolled in the data analytics test preparation courses. Like Masai, it offers courses through an income share agreement, where students study at zero-upfront fees and only pay if they earn more than Rs 5 lakh per annum after course completion.

DroneBase acquires AirProbe, a solar analytics specialist

DroneBase, a US aerial imaging services provider has acquired India-based data analytics specialist AirProbe. The acquisition expands DroneBase's footprint throughout the Asia-Pacific region and Europe, while giving it access to AirProbe's proprietary artificial intelligence solution for aerial solar inspections and proprietary data analytics.

Shiprocket buys majority stake in AI-driven marketing tech SaaS platform Wigzo Tech

E-commerce shipping firm Shiprocket proposes to acquire 75 per cent stake in customer data platform (CDP) Wizgo Tech. The proposed strategic acquisition will enable Shiprocket to expand its product stack for online retailers onboarding its platform.

Wizgo enables every Direct to consumer brand to create tailored and personalized experiences for target customers. It also helps brands analyse data in real-time through big data and AI algorithms with just a few clicks.

Flipkart acquires electronics recommerce firm Yaantra

Yaantra, repairs and sells refurbished consumer tech products such as smartphones and laptops. Flipkart will enable greater access to affordable refurbished smartphones, offering value and convenience for the end consumers after the acquisition of Yaantra.

Agritech firm DeHaat acquires farm input startup Helicrofter

Agritech firm DeHaat has acquired agri-input marketplace startup Helicrofter to expand its presence in Maharashtra and other parts of West India. With the integration of Helicrofter, encompassing 2000+ agri-input retailers and 30 sellers across Maharashtra, DeHaat has added another major agriculture belt to its geographical footprint.

Currently, DeHaat serves over 7,00,000 farmers across Bihar, Uttar Pradesh, Jharkhand, West Bengal, Odisha, Madhya Pradesh and Rajasthan. DeHaat provides farmers with access to over 3,200 agricultural inputs, combined with AI-based customised crop advisory on pest and disease management, delivered via mobile app and call centres. The platform also aggregates over thirty crops from farmers on their network and directly supplies it to over six hundred commodity bulk buyers, including retail chains, e-commerce players, FMCG giants, and SME food processors.

Nazara Technologies buys majority stake in Indian adtech startup Datawrkz

Nazara Technologies, India's first listed gaming company propose to buy 55 percent stake in Bengaluru-headquartered Datawrkz, as it leverages the advertising technology (adtech) firm's capabilities to enhance its yield on ad monetisation of its large consumer base.

D2C unicorn Good Glamm Group enters organic BPC category by acquiring majority stake in Organic Harvest

Content to commerce firm Good Glamm has acquired a majority stake in organic beauty and personal care brand Organic Harvest. Following the deal, Organic Harvest will continue to work as an independent entity. Organic Harvest is a company with Ecocert certification.

Zomato sets up non-banking finance company; acquires stake in UrbanPiper, AdOnMo

Zomato has bought a 19 percent stake in advertising tech company AdOnMo and bought a 5 percent stake in software company UrbanPiper, both of which, will help Zomato leverage new digital avenues for customer acquisition. It has also announced setting up an NBFC, with a proposed paid-up capital of Rs 3 crore.

UrbanPiper acts like a middle later between restaurants, food ordering and delivery players. It enables restaurants to seamlessly integrate multiple players through a single digital interface.

AdOnMo, an ad-tech company enables cloud-connected digital screens with contextual and targeted advertising capabilities. It takes targeted digital advertising beyond personal devices to outdoor digital screens. Growth in AdOnMo's platform will help their food ordering and delivery business leverage new digital avenues for customer acquisition.

Mensa Brand acquires Florona, High Star and Estalon

Mensa Brands, a technology-led 'House of Brands' built for the e-commerce industry, has acquired a majority stake in:

- Florona, a personal care and aromatherapy label that caters to the US and Canada markets. Florona offers more than seventy types of natural oils including essential oils for diffusers and cold pressed carrier oils.
- High-Star, a home grown denim brand. High Star was launched in 2012 by Rohit Mirchandani. The company sells a wide range of denim products such as jeans, jackets, and skirts, among others, on e-commerce platforms such as Myntra, Ajo and Flipkart.
- Estalon- a Kolkata based leather goods manufacturer and seller. It specialises in creating various leather products such as ladies handbags, shoulder and shopping bags, rucksacks, men's folios, organisers, wallets, key cases among others. Its portfolio also includes small accessories such as rigger gloves, welding gloves.