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Emiza Gets \$4.5M, ScoutMyTrip Bags Seed Funding, Holidays Raises Rs 50 Cr, Delhivery Secures Rs 700 C

Health foods startup Kiji Foods has raised Rs 3 crore (\$464,000) in seed funding.

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by BW Online Bureau



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PreBOO - All-In-One
Platform Connecting
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Daycares

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Here is a list of deals that happened in Indian Startup Ecosystem today including funding, merger launch etc. Read a brief description about all of them:

1. Mumbai-based third-party logistics startup **Emiza** has raised **\$4.5 million funding led by Mayfield** existing investors Nishant Rao, COO, Freshdesk, and Dileep Nath. The funds will be primarily used to other geographies, in hiring a robust leadership team, and to focus on technology. This is the third r

logistics startup, which was founded in early 2016 by Ajay Rao and Rajesh Sharma.

2. Travel Tech startup **ScoutMyTrip Pvt Ltd has raised an undisclosed amount of Seed Funding from Nation Lab**. Mumbai-Based startup that was founded 2016 by Deepak Ananth and Vineet Rajan, plan for scaling their business. ScoutMyTrip, a community driven road trip planner, was also selected by Z boot camp in November 2016.

3. **The founder and promoter of Cox and Kings, Urrshila Kerkar, has bought a 51% stake in the Gu We Are Holidays**, by investing Rs. 50 crores in the company. Urrshila Kerkar will lead the Series B round with high-profile investors like Vijay Shekhar (Founder of Paytm); Anupam Mittal (Founder of Shaadi.com) (Founder of MakeMyTrip) and Rajesh Sawhney (former CEO of Reliance Entertainment), along with Blume Ventures. Prior to this investment in We Are Holidays, Cox and Kings had bought a 10% stake in Ezeego.com.

4. E-commerce led logistics company **Delhivery has raised about Rs. 700 crore in a fresh round from Fund III Pte Ltd** and Mauritius-based CA Swift Investments, which acted as the investment vehicles for the group. With this funding, the company is now valued at \$700 million. Delhivery had earlier raised \$80 million led by Tiger Global.

5. The Indian arm of the world's biggest e-commerce company **Amazon.com, Inc. will have its own Indian arm and has secured a licence from the Reserve Bank of India (RBI)** to operate a prepaid payment instrument issuer as an entrant into the country's booming financial technology space. According to the RBI website, Amazon Payments Services Pvt. Ltd secured the licence late last month.

6. Professional talent management startup **HackerEarth has raised \$4.5 million (Rs 30 Cr) in an equity round from US-based DHI Group Inc** in participation with Japanese firms BEENEXT, BEENOS, Digital Garage, and investor Prime Venture Partners. The startup will use the raised funds to strengthen the product team and market expansion.

7. Health foods startup **Kiji Foods has raised Rs 3 crore (\$464,000) in angel funding from Shekhar and Anand founders of Healthcare Magic**, which was acquired by Ebix, reported ET. Founded in 2015, Kiji Foods makes low-calorie health drinks. It has launched a health drink Fit-o-slim that claims to maintain weight and fitness.

8. **Google has launched a new hyper local services app in India – Areo**. The app will deliver food and services in Bengaluru and Mumbai. The app will feature restaurants, chefs, local electricians, painters and so on. It also offers net banking or cash on delivery.

9. **Sanjay Gupta, former chief marketing officer at online furniture seller Urban Ladder, is likely to join Uber as marketing head for India**, reported VCCircle. Gupta will join Uber by next month. Gupta had worked at Urban Ladder seller in February 2016, and helmed its marketing function for a little over a year.

10. **Former MD of Zephyr Peacock India Sachin Maheshwari and ZipDial cofounder Amiya Pathak have launched a fintech firm EzCred**, that connects lenders with businesses that seek to offer credit at the point of sale. It will also enable consumer lending for those who have no credit profiles.

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