

SAM, Khaitan, S&R, NDA help lay down Fevicol maker + others' \$40.5m runway in Pepperfry

By Kian Ganz Monday, 06 April 2020 16:20

Pidilite Industries, the makers of popular homegrown adhesive brand Fevicol, has led a \$40 million funding round in online furniture retailer Pepperfry, as it looks to make strategic bets in new-age companies to complement its core product offering. In December, Pidilite co-invested \$30 million in online interior design company Home Lane.

— The Economic Times

S&R Associates advised Bertelsmann India Investments led by a team of partner Rachael Israel and associates Kanika Khanna and Kinnari Sanghvi.

Shardul Amarchand Mangaldas represented the Pepperfry group and the founders, led by partner Nikhil Sachdeva; principal associate Rahul Chugh; associate Mayank Malhotra; associate Rial Verma; and associate Shantanu Gupta.

Shardul Amarchand Mangaldas Mumbai represented Norwest Venture Partners, led by partner Aayush Kapoor; principal associate Karuna Thapa; associate Rachel Noronha; and associate Kartik Monga. partner Relationship for Pepperfry and Norwest Venture Partner, is partner Siddharth Nair.

Khaitan and Co Mumbai represented Madhumala Ventures (Pidilite), led by partner Anuj Shah, principal associate Kumar Kartikeya Prakash, associate Angeline Benny and associate Saumya Kakar.

Nishith Desai Associates Mumbai represented Goldman Sachs led by a team including leader Simone Reis.

Deal dated : 2020-02-10

Deal value : USD 40.5 million