





STARTUP	ABOUT	DEAL SIZE	ROUND	INVESTORS
CRED	Cred is an app-based and reward-enabled payment platform for credit card bills. It allows credit card users to pay their bills and earn cred coins in the process. Cred coins can be redeemed for prizes from partner companies. Credit and debit cards are accepted for payment.	USD 140 M	Series F	GIC (via Lathe Investment) , Tiger Global, Sofina Ventures SA, Alpha Wave Ventures and DF International
(Pw)	Physics Wallah is an app-based tutoring platform for students. It offers tutoring on subjects like physics, math, biology, chemistry, zoology, botany, economics, and more.	USD 100 M	Series A	Westbridge and GSV Ventures
FLEXILOANS	Flexiloans offers multiple business loan products including vendor financing, term loans, business credit lines, purchase order financing, and more. Businesses must add the required details and apply for the loan. The approval is based on the proprietary credit assessment.	USD 90 M	Series B	Fasanara Capital, MAJ Invest, and Caravel Group chairman Harry Banga's family office, Sanjay Nayar
kissht	Kissht is an online marketplace for consumer loans. It offers loans such as personal loans, point-of-sale financing, credit lines, and more. Users can register via the KYC process by uploading the Aadhar card	USD 80 M	Undisclosed	Vertex Growth and Brunei Investment Agency , Vertex Ventures SEA India and Endiya Partners 02/12



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© CASHIFY	Cashify is an online platform offering pre-used gadgets and accessories. The platform enables users to sell phones, tablets, gaming consoles, cameras, TVs, audio devices, laptops, and more, It enables users to discover the price of the gadget being sold based on different attributes.	USD 50 M	Series E	Prosus , NewQuest, Paramark, AEP Holdings and Bessemer
India's #1 Beauty Destination	Purple is an online marketplace offering multi- category beauty products. The offerings include makeup, skincare, fragrances, body care, hair care, facial care, men's grooming, eyecare, beauty appliances, and more from various brands.	USD 33 M	Series E	South Korea's Paramark Ventures , Blume Ventures, Kedaara and billionaire Azim Premji's Premji Invest
'O'O' lenskart	Lenskart is an online retailer offering eyewear for men, women, and kids. The product catalog includes computer glasses, sunglasses, contact lenses, etc. It also provides at-home eye-testing and frame trial services.	USD 28 M	Undisclosed	Avendus Future Leaders Fund II , Temasek, Schroder Adveq
way2news® #IndiaReadsWay2News	Way2news is an online platform which provides news on multiple categories. It provides news on multiple languages including Bengali, Tamil, Telugu, Malayalam, Hindi, Marathi, Gujarati, and Kannada.	USD 16.75 M	Series A	WestBridge Capital and Sashi Reddi
				03/12



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£ peppercontent	Pepper content is an online marketplace platform to connect businesses with creative professionals.	USD 14.3 M	Series A	Bessemer Venture Partners , Tanglin Venture Partners, Lightspeed, Titan Capital
* JIRAAF	Jiraaf is an online platform for alternative investments. The company allows users to invest in real estate, gold, and fixed deposits. It also allows them to create and monitor their portfolio.	USD 7.5 M	Series A	Accel Partners, Mankekar Family Office, Aspire Family Office (Dr. Bhaskar Shah) , Capital A, the Founders of PharmEasy, other angel investors.
lvy homes	lvy homes is an online resellers platform for residential properties. Offers users Home valuation & home inspection for quality of fixtures, plumbing, and electrical & makes offers for residential properties. The platform manages transaction paperwork for the users.	USD 7 M	Seed	Khosla Ventures , Venture Highway , Y Combinator , GFC , Foundamental , Better Capital , Titan Capital , and Rebright Partners
U nl	Uni is a general-purpose credit card with 1/3 pay feature. The credit card, backed by Visa, allows users to pay in 3 parts for no extra charges. It gives the option of converting transactions to EMIs and rewards in the form of cashback if users choose to pay in full	USD 6.39 M	Debt	Stride Ventures
				04/12



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solar- square	Solar Square is a distributed IPP that operates in the domain of solar energy for residential customers. The company signs a long-term PPA which enables the customer to go solar without any upfront investment.	USD 4 M	Undisclosed	Good Capital , US-based Lowercarbon Capital, Singapore- based Symphony Asia, and Nithin Kamath's Rainmatter
HostBooks The language of business	HostBooks is a finance and accounting software solutions provider. The product portfolio includes HB Accounts for accounting, HB-TDS for TDS return filing, HB-GST for GST filing, HB Payroll for payroll management and HB Tax for taxation.	USD 3 M	Series A	Razorpay
TextMercato	Text Mercato is a technology-based content writing solution provider. Its platform enables clients to select writers to create content, check plagiarism and duplication. It provides analytical reporting on the content in terms of rating, English quality, word density, blacklisted words and recommends words.	USD 2.6 M	pre-Series A	1Crowd, Mount Judi Ventures, and US- based Innospark Ventures , Modulor Capital, Tremis Capital, and ah! Ventures
arth	Arth is an online lending platform for micro-businesses and self-employed entrepreneurs. It has a combination of deep branch networks supported by end-to-end digital processes that allow to identify customers and offer services to them	USD 2.5 M	Undisclosed	DEG
				05/12



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◇ SAMUDAI	Samudai organizes information and provides tools to enable seamless coordination through an all-in-one platform.	USD 2.5 M	pre-seed	FTX Ventures, Sino Global Capital, A&T Capital, Coinbase Ventures, Lunar Ventures, NxGen, Paradigm Shift Capital
Λ₹ROTIME	Aerotime helps you work in flow state by streamlining your meetings and making it easier to prioritize tasks.	USD 2 M	Seed	Nexus Venture Partners, Y Combinator, Sequoia Capital India, SOMA Capital
FreshR	FRESHr is a supply chain platform that helps Farmers, Distributor and Restaurants & Grocers to sell and buy more local organic food.	USD 1.2 M	Undisclosed	Axilor Ventures and Icrowd
waste link	Wastelink is manufacturer of animal feed products using food waste. It is involved in developing animal feed products using leftover bakery products. It uses bakery materials such as bread, cakes, & biscuits for creating feeds for animals.	USD 1.2 M	Seed	Matterhorn Projects LLP, Indigram Labs Foundation, Sanjiv Rangrass
				06/12



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SUBCOM.	SubCom is the leading global partner for today's undersea data transport requirements. SubCom designs, manufactures, deploys, maintains, and operates the industry's most reliable fiber optic cable networks.	USD 1 M	Seed	YourNest Venture Capital, ISV Capital , Entrepreneur First
spardha	Spardha Education LLP (SELLP) Is A Leading Educational Institution In India That Provides Comprehensive Test Preparatory Services To Students Preparing For Medical And Engineering Entrance Exams, School/Board Exams, KVPY, NTSE, Olympiads And Other Foundation Level Exams.	USD 1 M	pre-Series A2	Inflection Point Ventures , Mumbai Angels and We Founder Circle
(A) INTENTS MOBI	Intents Mobi is an app-based community-driven navigation platform offering real-time road condition alerts. The platform enables users to report a problem on the road like potholes, broken patches, waterlogging, and other road issues.	USD 1 M	Bridge	DevX Venture Fund , Unnati Labs
✓ Alt Co	Alt co is an alt-dairy brand procuring first-rate oat grain and packaging which will reach to the consumer, and then back to the earth.	USD 1 M	Undisclosed	investors from Singapore, the Middle East, and India



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(COFYND	CoFynd is an online marketplace to book co-working spaces. The platform enables users to search for the spaces by applying filters based on location. Users can book the space of their choice via the platform.	USD 1 M	pre-seed	Silicon Valley and Sriram Puthucode
□ Dübverse	Al-based platform generating multilingual videos. The company provides solutions like subtitling, voice substitution, and video recreation. The solution allows users to use voices in various languages and voices, lip-sync videos, and subtitle videos.	USD 0.8 M	Seed	Kalaari Capital
Exprto	Experto is an online platform providing a peer-to-peer mentoring platform for IIT-JEE and NEET(UG) exam aspirants. The platform connects students with recent exam rankers for personalized mentorship.	USD 0.63 M	Seed	GSF and Angel List USA , Agility Ventures, LetsVenture, and Supermorpheus
· PMaps	P-Maps is a cloud-based assessment platform for enterprises. It is a visual-based assessment platform for conducting pre & post-hiring. It offers tools for personality, health, psychometric & value assessment.	USD 0.63 M	Series A	Indian Angel Network and LetsVenture
				08/12



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woollyfarms	Woolly is a producer and supplier of fruits and vegetables. Its product offerings include amaranth, lettuce, spinach, palak, etc. It owns and operates a hydroponic farm equipped with IoT sensors to monitor the indoor environment.	USD 0.55 M	Undisclosed	Mumbai Angels , Callapina Capital, Malabar Angels Network and Mentorous Ventures
PROJECT GAMING THE	The Gaming Project offers a cloud gaming solution. Users can play any game without having a gaming PC. The game is installed on the cloud server, and they stream the video onto the gamer's device.	USD 0.5 M	Seed	FAAD Network , Upsparks, BlackKite, and SucSEED Indovation Fund, MaGEHold and Hem Angels
redbasil	Redbasil is a B2B marketplace offering grocery supplies for businesses. It offers fruits & vegetables, beverages, milk & dairy products, tea & coffee, meat & seafood, and more. It offers products from restaurants and hotels.	USD 0.33 M	Seed	Mumbai Angels , SAT Industries Ltd, Planb Capital
Garuda aerospace	Garuda aerospace designs and build unmanned aerial vehicles. It also customizes drones for various applications like photography, agricultural survey, surveillance, etc. Offers services in the areas of agriculture, crowd monitoring, defense, mapping, and wildlife monitoring.	Undisclosed	Undisclosed	MS Dhoni
				09/12



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\mathbb{B}	House of Brands is an online discovery platform aggregating multi-category fashion accessories. The product offering includes belts, backpacks, rings, necklaces, bracelets, earrings, and more	Undisclosed	Undisclosed	ah! Ventures
MONEYY APP	Money App is a money management and expense tracking solutions for businesses. It offers solutions for automatic invoice generation, tax calculation, compliance filing, payment management, and more.	Undisclosed	Undisclosed	GSF Accelerator
Jine	Online retailer offering multi-category products. The product catalog includes cosmetics, wall prints, stools, lamps, clothing, neck pillow, etc.	Undisclosed	Undisclosed	Vijay Subramaniam (Former Head of Content for Amazon Prime Video, India), Pratik Nahata, and Sreekumar Krishnan
Zaara Biotech	Zaara biotech is a Biotechnology Start-up company , focusing on Research in Energy and Food crisis using Micro-Algae.	Undisclosed	Undisclosed	Transcend International
				10/12



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EDUGORILLA Your Guide To Success	Q&A-based education community. The platform is an educational community for students, faculty, and Institutes. Students can find answers to their career-related queries, download study material, search for coaching, school, or college.	Undisclosed	Undisclosed	ah! Ventures

OTHER UPDATES AND M&A DEALS

- Pristyn Care acquired Lybrate, healthTech for an undisclosed amount.
- BetterPlace acquired ezeDox, a no code workflow-builder for an undisclosed amount.





About Nucleus Advisors

Nucleus AAR Advisors LLP is an Investment Banking and Risk Advisory Firm providing specialized services in the field of Startup Advisory, M&A Advisory, International Taxation, Audit & Assurance. We partner with entrepreneurs in their critical decision making by providing them various analysis customized as per their requirement. We also help in the effective implementation of decisions and its subsequent monitoring as well.

Team Nucleus is comprised of people from Big4s and reputed consulting firms with combined experience of 30+ years.

Team is distinguished by their functional and technical expertise combined with their hands-on experience, thereby ensuring that our clients receive the most professional.

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