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THE WEEKLY INSIGHT

Newsletters & Analysis



What's New at this week:

- Edtech unicorn Eruditus onboards GSV Ventures, CPP Investments in \$650M funding round
- Mensa Brands acquires homegrown denim brand High Star
- [Year in Review 2021] From unicorns to IPOs, top 10 Indian startup milestones this year
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- MapmyIndia makes stellar public debut
- GlobalBees joins unicorn club with latest fundraising

Edtech unicorn Eruditus onboards GSV Ventures, CPP Investments in \$650M funding round

ERUDITUS, WHICH OFFERS EXECUTIVE-LEVEL COURSES FROM TOP UNIVERSITIES, ONBOARDED GSV VENTURES AND CPP INVESTMENTS IN THE \$650 MILLION ROUND. THE MUMBAI-BASED FIRM RAISED THE FUNDS ONLY FOUR MONTHS AGO, FROM ACCEL AND SOFTBANK VISION FUND 2, WHICH ESSENTIALLY QUADRUPLED ITS VALUATION TO \$3.2 BILLION. ERUDITUS EXECUTIVE EDUCATION AND ITS ONLINE DIVISION EMERITUS, PARTNERS WITH TOP-TIER UNIVERSITIES ACROSS THE UNITED STATES, EUROPE, LATIN AMERICA, INDIA AND CHINA TO BRING WORLD-CLASS BUSINESS AND PROFESSIONAL EDUCATION TO A GLOBAL AUDIENCE. THE COMPANY HAS RAISED A TOTAL OF \$813.5 MILLION IN FUNDING OVER 7 ROUNDS.



Read more at:
<https://yourstory.com/2021/12/edtech-platform-eruditus-gsv-ventures-cpp-investment-unicorn/amp>



FinVal Analysis:

The company has reported a revenue of \$65.7 million for the year ending 31st December 2019. The Eruditus deal is one of the largest in the space and marks the second bet by SoftBank in this sector after it backed Unacademy last year. Eruditus, last valued at around \$800 million in August last year, is now the 23rd unicorn in India for 2021 and the fourth in the edtech space joining the likes of Unacademy, Byju's and upGrad. The market size of edtech is estimated to grow 3.7x in the next five years in India, from \$2.8 Billion (2020) to \$10.4 Billion (2025). In the first three quarters of 2021, Indian edtech startups have raised close to \$3.2 Billion in investments. The edtech sector, in Q3 FY22 alone, witnessed 1.4 Billion in funding across 44 deals.

Mensa Brands acquires homegrown denim brand High Star

MENSA BRANDS, THE THRASIO-LIKE STARTUP WHICH WAS INCORPORATED IN APRIL 2021, HAS ACQUIRED HIGH STAR, A DIGITAL FIRST HOMEGROWN DENIM BRAND FROM INDIA FOR AN UNDISCLOSED AMOUNT. MENSA HAS BEEN INVESTING IN DIGITAL-FIRST BRANDS OPERATING IN FASHION, BEAUTY AND HOME SEGMENTS, AMONG OTHER CATEGORIES. FOUNDED IN 2012, HIGH STAR OFFERS A WIDE RANGE OF DENIM PRODUCTS AND HAS EXPANDED ITS RANGE IN MENSWEAR, WOMEN WEAR, AND KIDS WEAR SEGMENTS. MENSA BRANDS ACQUIRED DIGITAL-FIRST KIDS WEAR BRAND LILPICKS AND HOME DECOR BRAND FOLKULTURE. MENSA BRANDS, INDIA'S FASTEST STARTUP TO BE A UNICORN THIS YEAR, HAS MADE 13 ACQUISITIONS IN 2021.



**Read More at:
<https://yourstory.com/2021/12/mensa-brands-acquires-home-grown-denim-brand-high-star/>**



FinVal Analysis:

Earlier this month, Mensa acquired Mumbai-based home decor and kitchenware brand Folkulture and also became the fastest Indian unicorn as it raised \$135 million (around Rs 1,013 crore) as a part of its latest funding. Within six months of starting the business, Mensa has raised a total of more than \$300 million (around Rs 2251 crore) in equity and debt. The company is backed by marquee global investors including Accel Partners, Falcon Edge Capital, Norwest Venture Partners, Prosus, and Tiger Global Management. In terms of taking homegrown brands to international markets, Mensa has embodied the 'India for the world' philosophy. Mensa - Thrasio-type startup and many such ventures are emerging in the country. US-based Thrasio is a digital consumer goods company that acquires private label Amazon FBA businesses and direct-to-consumer e-commerce brands.

[Year in Review 2021] From unicorns to IPOs, top 10 Indian startup milestones this year

THE YEAR, WHICH SAW SO MANY UPS AND DOWNS, ALSO SAW THE EMERGENCE OF 43 STARTUP UNICORNS, AGAINST A CUMULATIVE NUMBER OF 33 UNICORNS FROM 2011 TO 2020. THE YEAR 2021 HAS ALSO BEEN A SPECTACULAR YEAR FOR INITIAL PUBLIC OFFERINGS (IPOS), WITH RS 1.10 LAKH CRORE (\$14.88 BILLION) RAISED OVER 52 ISSUES UNTIL END-NOVEMBER. AMONG THESE, A SIZABLE NUMBER OF INDIAN TECH STARTUPS HAVE HIT THE PUBLIC MARKETS. STARTING WITH ZOMATO, THE LIST INCLUDES TOP STARTUP UNICORNS LIKE CARDEKHO, POLICYBAZAAR, NYKAA, PAYTM, FRESHWORKS AND MAPMYINDIA. FASTEST STARTUP TO ATTAIN UNICORN STATUS - MENSA BRANDS. BYJU'S IS ONE OF THE MOST ACTIVE EDTECH STARTUPS IN TERMS OF ACQUISITION BOTH WITHIN THE COUNTRY AND OVERSEAS. UNACADEMY FIRST EDTECH STARTUP TO OFFER STOCK OPTIONS TO EDUCATORS.



Read more at:
<https://yourstory.com/2021/12/edtech-platform-eruditus-gsv-ventures-cpp-investment-unicorn/amp>



FinVal Analysis:

India is becoming the world's fastest-growing startup ecosystem with over 80 Unicorn Startups, as of 2021. The year has been a defining milestone for the startup ecosystem in India. On average, three startups are turning unicorns every single month. Twenty-six startups have entered the unicorn club this year. India has displaced UK from 3rd position & is only behind US & China. Also, we are witnessing a record number of IPOs. At the moment there is no place better than India where one can find the most tangible evidence of this wave, in the form of a tech initial public offering (IPO) boom that boasts of an impressive lineup of stock market listings that have generating significant interest among investors.



MapmyIndia makes stellar public debut

MAPMYINDIA, THE COUNTRY'S OLDEST DIGITAL MAPMAKER, HAS MADE ITS PUBLIC DEBUT AFTER YEARS OF QUIETLY BUILDING A SPACE FOR ITSELF IN THE MARKET. FOR CONTEXT, THE COMPANY WAS FOUNDED IN 1995 – AT A TIME WHEN MICROSOFT RELEASED WINDOWS 95 AND JAVASCRIPT WAS RELEASED AND DEPLOYED. TWENTY-SIX YEARS LATER, MAPMYINDIA HAS BEGUN A NEW CHAPTER AT A TIME WHEN DATA-DRIVEN USE CASES ARE EMERGING IN ALMOST EVERY SECTOR. ITS RS 1,040-CRORE INITIAL PUBLIC OFFERING (IPO) HAD ALREADY BEEN OVERSUBSCRIBED BY 154.71 TIMES AT THE END OF DECEMBER 13 AFTER IT OPENED FOR SUBSCRIPTION ON DECEMBER 9. MAPMYINDIA, RUN BY C.E. INFO SYSTEMS, LISTED ON THE BSE AND NSE AT RS 1,581 PER SHARE AND RS 1,565 PER SHARE RESPECTIVELY. C.E. INFO SYSTEMS OPENED 53 PERCENT HIGHER THAN THE ISSUE PRICE OF RS 1,033 PER SHARE ON THE BSE. SIMILARLY, ON THE NSE, IT OPENED 51.5 PERCENT HIGHER THAN ITS ISSUE PRICE.



Read more at:
<https://yourstory.com/2021/12/year-in-review-unicorns-ipo-top-10-milestones-2021/amp>

FinVal Analysis:

The company has reported a 31 per cent profit margin for the last fiscal year, with revenue of Rs 192 crore and net profit of Rs 59.4 crore. Its profit margin reached 46 per cent for the first two quarters of the current year (September 2021), with revenue of Rs 122.6 crore and net profit of Rs 46.8 crore. MapmyIndia provides digital maps which cover 98.5% of India's road network totalling 6.29 million km. It provides detailed analytics and location of 14.51 million houses across 7,933 towns and 637,422 villages, as well as 17.79 million restaurants, shops and ATMs. India's information and communication technology ("ICT") sector contributes more than 8% to the GDP in 2020 and is expected to reach 13% by 2030, driven by growth in its leading subsectors like IT services, fintech, cybersecurity and e-commerce. It is valued at USD 180 billion (INR 13.3 trillion) in 2020 and projected to reach USD 360 billion (INR 26 trillion) by 2025.

GlobalBees joins unicorn club with latest fundraising

DELHI-HEADQUARTERED ECOMMERCE ROLL-UP COMPANY GLOBALBEES IS THE LATEST STARTUP TO JOIN INDIA'S UNICORN CLUB AFTER RAISING \$111.5 MILLION IN A SERIES B ROUND LED BY PREMJI INVEST. STEADVIEW CAPITAL ALSO JOINED THE ROUND AS A NEW INVESTOR, WHILE RETURNING INVESTORS SOFTBANK AND FIRSTCRY ALSO PARTICIPATED IN THE ROUND, SAID A STATEMENT ISSUED BY THE COMPANY. THE COMPANY WAS VALUED AT \$1.1 BILLION IN THE CURRENT ROUND, MAKING IT THE SECOND UNICORN ECOMMERCE ROLL-UP ENTITY AFTER MENSA BRANDS WHICH TURNED A UNICORN IN NOVEMBER. THE COMPANY HAS RAISED A TOTAL OF \$290.7 MILLION IN FUNDING OVER 4 ROUNDS.



Read More at:
<https://yourstory.com/2021/12/funding-alert-globalbees-unicorn-club-premji-invest/>



FinVal Analysis:

The company has already made over half a dozen acquisitions including Yellow Chimes, Absorbia, The Better Home, &ME, Prolixr, HealthyHey and Rey Naturals through this concept of thrasio model which is new to the Indian startup ecosystem but has gained traction, attracted eyeballs and led to substantial funding into the companies. Globalbees targets brands having a revenue rate of \$1 to 20 million across categories such as beauty, personal care, home, kitchen, food, and lifestyle. GlobalBees helps these firms scale and sell to marketplaces and through other channels in India and outside of the South Asian market. Each company in the ecosystem has its version of the strategy of the Thrasio model and have collectively raised around \$300 million in funding so far. Most of these investments are driven by a growing market and investor acquisitions. In other words, all the money raised is based on promises and a solid pitch.