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Gujarat-based Frendy raises pre-Series A funding of Rs 10 cr

Media Coverage

By Kaushiki Chatterjee | 15 December, 2021



Gujarat-based community group buying platform Frendy has raised a pre-Series A funding of Rs 10 crore from Pavitar Singh (Chief Technology Officer- Sprinklr), Abhishek Khurana (SVP product engineering, Sprinklr) and the Desai family office (investors in Infibeam, Licious, PetPooja, PeeSafe), the company said in a statement on Wednesday.

The company said that it plans to utilise the funds primarily for growth, expanding its team and meeting working capital needs.

The startup is in the final stage of discussions with several investors to close its series A round of Rs 30 crore in the next few months, it added.

Frendy, operated by Areli Commerce Pvt Ltd, was founded in 2019 by Sameer Gandotra, whose involvement in Nebula - a social commerce-based affordable housing developer, led to the inception of Frendy. The platform provides discounts on groceries and other daily needs-related items to tier two- tier six towns through the neighbourhood homepreneurs.

According to the statement, it operates in more than 20 tier two -tier six towns of Gujarat and has over 3000 products on its platform. It claims to be growing 30% every month and is set to reach an accounting rate of return (ARR) of Rs 300 crore in the next financial year. Currently, it has 75 employees across tech, community building and operations. The company said that it plans to scale in Rajasthan, Madhya Pradesh and a few other states in eastern India.

In a similar space, earlier this month, Bazaar, a global business-to-business (B2B) e-commerce marketplace, **raised** \$4 million (Rs 30 crore) in its seed funding round led by Canaan Partners.

In October, Mpaani Solutions Pvt Ltd, which runs LoveLocal, a hyper-local ecommerce platform **raised** \$18 million (Rs 143 crore) in a pre-Series B financing round led by Vulcan Capital.

<https://www.vccircle.com/gujarat-based-frendy-raises-pre-series-a-funding-of-rs-10-cr>

[Funding Alert] WEcommerce Venture Frendy Raises Pre-Series A Funding of Rs 10 cr

DECEMBER 16, 2021 / 3 MIN READ

The Gujarat-based company brings discounts on grocery and other daily needs to Tier II-VI Towns (Bharat) via neighborhood homepreneurs.

Indian Retailer Bureau
Sub Editor



Community group buying platform Frendy has raised its pre-Series A funding of Rs 10 crore, with a larger Series A round to be closing in the next few months.

The Gujarat-based company brings discounts on grocery and other daily needs to Tier II-VI towns (Bharat) via neighborhood homepreneurs.

The Pre-Series A funding round of Rs 10 crore has been led by Pavitar Singh (CTO Sprinklr) Abhishek Khurana (SVP Product Engineering, Sprinklr) and the Desai Family Office (Investor in Infibeam, Licious, PetPooja, PeeSafe etc). The start-up is in the final stage of discussions with several investors to close its Series A round of Rs 30 crore in the next few months.

“To this effect, Frendy has raised its first tranche from investors as part of its initial Rs 30 crore Series A round,” says Sameer Gandotra, Founder, Frendy.

The start-up has expanded with operations in 20+ towns and break-even unit economics. The platform has scaled rapidly to 3,000 Frendy partners and 3,000+ products on the platform growing 30 percent every month and is on track to reach an ARR of Rs 300 crore in the next financial year.

Moreover, its current team size is 75 people across tech, community building, and operations which is to be expanded to touch 200 in the coming year as it scales to Rajasthan, Madhya Pradesh and a few states in Eastern India.

Business Model

Several Social Commerce models focus on discovery and customer acquisition. This works for the urban tech-savvy customers who have experienced e-commerce priorly.

The Frendy WEcommerce model is unique as it provides social and trust along the entire customer journey. The company claims, "Frendy Partner" is typically a woman homepreneur from the neighborhood. She educates friends, neighbors, and relatives, of the price benefits, variety, and convenience of buying on Frendy and easily helps them come online.

Customers get all the information on deals, offers and products on the WhatsApp groups run by their Frendy partners. Frendy partners also recommend products and are ready to answer any Customer queries in their preferred local language. Customers can be assisted to place orders easily via the Frendy partner.

<https://www.indianretailer.com/news/wecommerce-venture-frendy-raises-its-pre-series-a-funding-of-rs-10-cr.n12330/>

WEcommerce Venture Frendy Raises Pre-Series A Funding Of Rs.10 Cr

The start-up is in the final stage of discussions with several investors to close its Series A round of Rs.30 Cr in the next few months.



Frendy is a Community Group Buying platform that brings discounts on grocery & other daily needs to Tier 2-6 Towns (Bharat) via neighbourhood homepreneurs.

Frendy is founded by Sameer Gandotra, a Wharton MBA and serial entrepreneur, whose involvement in Nebula - a Social Commerce Affordable Housing Developer, led to the inception of Frendy. The Founding team includes Rajen Ahuja & Gowrav Vishwakarma who have a background in Social Commerce. The Gujarat based start-up has expanded in stealth mode with operations in 20+ towns and break-even unit economics.

Frendy has been in stealth mode and operational in 20+ Tier 2-6 Towns of Gujarat. The platform has scaled rapidly to 3,000 Frendy Partners & 3,000+ products on the platform growing 30% every month & is on track to reach an ARR of Rs. 300 Crore in the next financial year. Its current team size is 75 people across Tech, Community Building & Operations which will be expanded to 200 in the coming year as it scales to Rajasthan, Madhya Pradesh and a few states in Eastern India.

“To this effect, Frendy has raised its first tranche from investors as part of its initial Rs. 30 crore Series A round”, says Sameer Gandotra Founder Frendy. The Pre-Series A funding round of Rs. 10 Crores has been led by Pavitar Singh (CTO Sprinklr) Abhishek Khurana (SVP Product Engineering, Sprinklr) and the Desai Family Office (Investor in Infibeam, Licious, PetPooja, PeeSafe etc). The start-up is in the final stage of discussions with several investors to close its Series A round of Rs.30 Cr in the next few months.

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The Frendy WEcommerce model is unique as it provides Social & Trust along the entire customer journey. The Frendy Partner is typically a woman homepreneur from the neighbourhood. She educates friends, neighbours & relatives, of the price benefits, variety & convenience of buying on Frendy and easily helps them come online. Customers get all the information on deals, offers & products on the WhatsApp groups run by their Frendy Partners. Frendy Partners also recommend products & are ready to answer any Customer queries in their preferred local language. Customers can be assisted to place orders easily via the Frendy Partner. They can also slowly learn from the Frendy Partner how to order online, therefore, enabling themselves. The Frendy Partners perform last-mile delivery, collect payments and benefit from the monetary incentives. If there are any issues with the product the Customer can easily get them resolved by contacting the Frendy Partners instead of having to deal long distances with Customer Care departments.

Frendy's suite of lite apps (built on Google's PWA technology) along with its vernacular app capability, work very well for end-users in Tier 2-6 towns. Added to this are key features such as in-app learning & development, video commerce module, gamification, individual customer analytics and personalized marketing tools, capability for Frendy partners to place orders, make payments & track deliveries on behalf of customers, all help the Frendy Partners to spearhead a frictionless digital business for their community. Frendy's proprietary integrated tech platform coupled with the entrepreneurial drive, trust & social capital of Frendy Partners is fast winning in the battle for Trust of Tier 2-6 Users where self-service, faceless e-commerce platforms suffer from a trust deficit.

While Grocery is the beachhead category, the ultimate aim is to build a virtual mall for the Bharat Value customer. The Beauty, Home & Kitchen categories have grown 5x since the launch of these categories 3 months ago.

Frendy has started delivering enormous socio-economic impact among both its customers as well as its Partners. Frendy delivers 30% cost saving on MRP for grocery & household items and Frendy Partners can earn between Rs. 5000-10,000 a month with a loyal customer base and local word of mouth. Pride in serving their community learning & development, the support of a women's network, rewards & recognition all helps to ensure the Frendy Partners “stickiness” with platform. Frendy has been able to create retention which is much higher than the typical reseller model. In 5 years, Frendy aims to empower 500,000 such women who will be reaching out to around 50 million households in their communities.

“Our focus on women has strong economic merit as women control 80% of discretionary spending and are decision makers & early adopters for their entire family”.

“We had a background in Social Commerce previously with Nebula where we built a network of 50,000 micropreneurs and won “Trust” in selling homes – a category where you invest your life's savings. We also gained a deep insight of the Bharat customer. This gave us a lot of confidence for Frendy where we apply the same principles to daily needs & other consumer categories”

“We have prior success in building a community leader network & scaling across different geographies & sociocultural contexts in India. We have run successful pilots with Frendy in over 20+ towns. Now powered by Tech & Capital we are well poised to blitz scale across India”.

<http://bwdisrupt.businessworld.in/article/WEcommerce-Venture-Frendy-Raises-Pre-Series-A-Funding-Of-Rs-10-Cr/15-12-2021-414874/>

Frendy raises Rs 10 cr in pre-Series A round

Satyaki December 16, 2021 Snippets



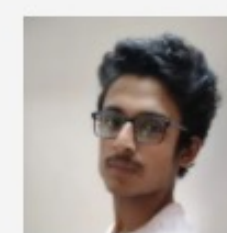
Community group buying platform **Frendy** has raised Rs10 cr in Pre-Series A round from Pavitar Singh, Abhishek Khurana and the Desai family office. The firm is also in discussion to close its Series A round of Rs30 crore in the next few months.

Frendy is planning to utilize the funds primarily for growth, expanding its team and meeting working capital needs.

Launched in 2019 by Sameer Gandotra, Frendy is a social commerce startup that provides discounts on groceries and other essential items to lower tier towns through the neighborhood homepreneurs.

The Gujarat-based company is operational in more than 20 towns of Gujarat is growing at 30% month-on-month and plans to reach an ARR of Rs300 crore by the next financial year. The startup has scaled to 3,000 Frendy Partners and 3,000 products till date.

ABOUT AUTHOR



Satyaki

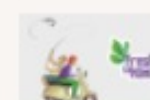
Satyaki is a passionate startup and business fellow who likes to write and research in the same space.

Based in Kolkata, Satyaki can be reached at Satyaki@entrackr.com

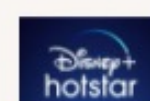
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Fintrackr

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<https://entrackr.com/2021/12/frendy-raises-rs10-cr-in-pre-series-a-round/>

WEcommerce Venture Frendy Raises Rs.10 Cr in Pre-Series A Funding with a Larger Series A Round to Be Closing in the Next Few Months

IndianWeb2 Desk Thursday, December 16, 2021 0 Comments



Trust & Social – the pillars of WEcommerce venture Frendy

On expansion mode, raises its pre-Series A funding of Rs.10 Cr from investors, with a larger Series A round to be closing in the next few months

Frendy is a Community Group Buying platform which brings discounts on grocery & other daily needs to Tier 2-6 Towns (Bharat) via neighbourhood homepreneurs.

Frendy is founded by Sameer Gandotra, a Wharton MBA and serial entrepreneur, whose involvement in Nebula - a Social Commerce Affordable Housing Developer, led to the inception of Frendy. The Founding team includes Rajen Ahuja & Gowrav Vishwakarma who have a background in Social Commerce. The Gujarat based start-up has expanded in stealth mode with operations in 20+ towns and break-even unit economics.

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“To this effect Frendy has raised its first tranche from investors as part of its initial Rs. 30 crore Series A round”, says Sameer Gandotra Founder Frendy. The Pre-Series A funding round of Rs. 10 Crores has been led by Pavitar Singh (CTO Sprinklr) Abhishek Khurana (SVP Product Engineering, Sprinklr) and the Desai Family Office (Investor in Infibeam, Licious, PetPooja, PeeSafe etc). The start-up is in the final stage of discussions with several investors to close its Series A round of Rs.30 Cr in the next few months.

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Frendy's suite of lite apps (built on Google's PWA technology) along with its vernacular app capability, work very well for end users in Tier 2-6 towns. Added to this are key features such as in-app learning & development, video commerce module, gamification, individual customer analytics and personalized marketing tools, capability for Frendy partners to place orders, make payments & track deliveries on behalf of customers, all help the Frendy Partners to spearhead a frictionless digital business for their community. Frendy's proprietary integrated tech platform coupled with the entrepreneurial drive, trust & social capital of Frendy Partners is fast winning in the battle for Trust of Tier 2-6 Users where self-service, faceless ecommerce platforms suffer from a trust deficit.

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Click here to view Frendy's Corporate Video Film : [Frendy - the "Main se Hum" movement](#)

<https://www.indianweb2.com/2021/12/wecommerce-venture-frendy-raises-rs10.html>

[Funding roundup] Nestasia, HireQuotient, ShopConnect, FastBeetle, others raise early-stage investment

By Team YS | December 15, 2021



Frendy raises \$1.3 million in pre-Series A round

Frendy, a WEcommerce venture, has raised **\$1.3 million** in a pre-Series A round.

Launched in 2019 by **Rajen Ahuja** and **Gowrav Vishwakarma**, Frendy is a community group buying platform that brings discounts on grocery and other daily needs to towns through local entrepreneurs.

The funding round was led by Pavitar Singh, CTO of Sprinklr, Abhishek Khurana, Senior VP - Product Engineering, Sprinklr, and the Desai Family Office.

<https://yourstory.com/2021/12/funding-roundup-nestasia-hirequotient-shopconnect-early-stage/amp>

[Home](#) > [Startup](#) > [Funding Rundown: Innovaccer Raises \\$150 Mn, Uni Secures \\$70 Mn, Softbank Vision Fund Invests \\$60 Mn in Juspay](#)

Media Coverage

Funding Rundown: Innovaccer raises \$150 mn, Uni secures \$70 mn, Softbank Vision Fund invests \$60 mn in Juspay



By Aishwarya Anand | Dec 15, 2021, 11:39 PM IST (Updated)



Frendy raises Rs 10 Cr in Pre-Series A funding round from angel investors

Frendy, a community group buying platform has raised a pre-Series A funding of Rs 10 crore from Pavitar Singh (Chief Technology Officer- Sprinklr), Abhishek Khurana (SVP product engineering, Sprinklr) and the Desai family office (investors in Infibeam, Licious, PetPooja, PeeSafe).

The will utilise the funds for growth, expanding its team and meeting working capital needs, it said in a statement. The startup is in the final stage of discussions with several investors to close its series A round of Rs 30 crore in the next few months, it added.

The platform provides discounts on groceries and other daily needs-related items to tier two- tier six towns through the neighbourhood homepreneurs.

<https://www.cnbcTV18.com/startup/funding-rundown-innovaccer-raises-150-mn-uni-secures-70-mn-softbank-vision-fund-invests-60-mn-in-juspay-11829682.htm>

Innovaccer raises \$ 150 million, Uni secures \$ 70 million, Softbank Vision Fund invests \$ 60 million in Juspay



Frendy Raises Rs 10 Cr in Pre-Series A Funding Round from Angel Investors

Frendy, a community group buying platform raised pre-Series A funding of Rs 10 crore from Pavitar Singh (Chief Technology Officer- Sprinklr), Abhishek Khurana (SVP product engineering, Sprinklr) and the Desai family office (investors in Infibeam, Licious, PetPooja, PeeSafe).

The group will use the funds for growth, expanding its team and meeting working capital needs, he said in a statement. The startup is in the final stages of talks with several investors to close its Rs 30 crore Series A in the coming months, he added.

The platform offers discounts on groceries and other items related to daily needs to cities from tier two to tier six through neighborhood entrepreneurs.

<https://goodwordnews.com/innovaccer-raises-150-million-uni-secures-70-million-softbank-vision-fund-invests-60-million-in-juspay/>

FUNDING

Frendy raises Rs 10 cr in pre-Series A round

 by Entrepreneurnewsnetwork · 6 days ago

 477 Views



Frendy, a Gujarat-based community group purchasing platform, has raised Rs 10 crore in pre-Series A funding from Pavitar Singh, Abhishek Khurana, and the Desai family office.

Frendy, which is run by Areli Commerce Pvt Ltd, was launched in 2019 by Sameer Gandotra, who got his start with Nebula, a social commerce-based affordable home developer. Through neighbourhood homepreneurs, the network gives discounts on groceries and other daily needs-related commodities to tier two-tier six towns.

The Gujarat-based firm, which operates in more than 20 towns throughout the state, is growing at a 30% monthly rate and expects to reach an ARR of Rs300 crore by the end of the next financial year. To date, the startup has grown to 3,000 Frendy Partners and 3,000 items.

<https://entrepreneurnewsnetwork.com/2021/12/16/frendy-raises-rs-10-cr-in-pre-series-a-round/>

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WEcommerce platform Frendy is known for its offers that brings discounts on grocery & other daily needs to Tier 2-6 Towns (Bharat) via neighborhood homepreneurs has recently raised Rs 10 crore in its pre-series A round of funding.

"To this effect, Frendy has raised its first tranche from investors as part of its initial Rs. 30 crore Series A round", says Sameer Gandotra Founder Frendy.

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Community group buying platform Frendy has raised Rs10 cr in Pre-Series A round from Pavitar Singh, Abhishek Khurana and the Desai family office. The firm is also in discussion to close its Series A round of Rs30 crore in the next few months.

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WEcommerce Venture Frendy raised Rs.10 Cr in Pre-Series A led by Desai Family Office & Others - read more
<https://lnkd.in/eSZ7Zcmx>

WEcommerce Venture Frendy raised Rs.10 Cr in Pre-Series A led by Desai Family Office & Others

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The **Frendy** WEcommerce model is unique as it provides social and trusts along the entire customer journey. The company claims, "Frendy Partner" is typically a woman homepreneur from the neighborhood. She educates friends, neighbors, and relatives, of the price benefits, variety, and convenience of buying on Frendy and easily helps them come online. Customers get all the information on deals, offers, and products on the WhatsApp groups run by their Frendy partners.

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Daily Update

Private Equity Deals

Homegrown private equity (PE) firm **#Kedaara** Capital has invested an undisclosed amount to pick up a majority stake in **#GAVS** Technologies Ltd, a global IT services provider with a focus on AI-led managed services and digital transformation.

#TranZact, a small and medium enterprise focused software as a service (SaaS) start-up, has raised \$7 million in Series A funding led by San Francisco-based **#Tribe** Capital.

#MoEVing, an electric mobility technology platform operated by Moeving Urban Technologies Pvt Ltd has raised INR 400 Mn (\$5 million) from various angel investors as it aims to expand its facilities.

#TagMango Pvt Ltd, a Mumbai-based creator monetisation startup, has raised an undisclosed sum in a pre-Series A funding round from **#JAM** Fund (founder of Tinder, Justin Mateen), **#Ankur** Nagpal (founder of Teachable), **#Soma** Capital, **#TA** Ventures and **#Belief** Partners.

#Gladful, an online protein foods brand focused on kids and families, has raised an undisclosed sum in pre-Seed funding from **#Antler** India.

Gujarat-based community group buying platform **Frendy** has raised a pre-Series A funding of INR 100 Mn from **#Pavitar** Singh (Chief Technology Officer- Sprinklr), **#Abhishek** Khurana (SVP product engineering, Sprinklr) and the **#Desai** family office (investors in Infibeam, Licious, PetPooja, PeeSafe).

San Francisco -headquartered healthcare technology firm **#Innovaccer** has raised \$150 million in a Series E funding round led by **#Mubadala** Capital, more than doubling the valuation to \$3.2 billion.

Plant-based nutrition brand **#Plix** has raised \$5 million (around Rs 38 crore) in Series A funding from **#Guild** Capital and **#RPSG** Capital Ventures.

#Frangipani, a kidswear label has raised an undisclosed amount in a Series A round of funding from Bengaluru-based **#G.O.A.T** Brand Labs, co-founded by Flipkart's former fashion head.

#Nestasia, an online home decor and lifestyle brand, has raised \$4 million (Rs 30 crore) in its Series A round of funding led by early-stage focussed venture capital (VC) fund **#Stellaris** Venture Partners.

Credit and payments-led fintech startup, **#Uni** has raised \$70 million as a part of its Series A round led by **#General** Catalyst, as the company looks to boost its growth moving forward.

#Varanium Capital, a boutique asset management company, has marked the final close of its debut fintech-focused venture capital (VC) fund at INR 1400 Mn.

#JusPay Technologies Pvt Ltd, which operates a payments technology platform, has raised \$60 million in its Series C funding round led by **#SoftBank** Vision Fund 2.

Bengaluru-based credit card service startup **#Hyperface** has raised an undisclosed amount in a pre-Seed funding round from **#Binny** Bansal's 021 Capital and other investors.



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Congratulations 🥳 Team Frendy Gujarat-based community group buying platform **Frendy** has raised a pre-Series A funding of Rs 10 crore from **Pavitar Singh** (Chief Technology Officer- Sprinklr), **Abhishek Khurana** (SVP product engineering, Sprinklr) and the **Desai** family office (investors in Infibeam, Licious, PetPooja, PeeSafe), the company said in a statement on Wednesday. **Sameer Gandotra Rakesh (Rocky) Israni**



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#WECommerce Venture **Frendy** Raises Rs.10 Cr in Pre-Series A Funding with a Larger Series A Round to Be Closing in the Next Few Months

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WECommerce Venture **Frendy** Raises Rs.10 Cr in Pre-Series A Funding with a Larger Series A Round to Be Closing in the ...

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Last week saw 49+ deals resulting to USD 1375 M+ changing hands.

We would like to congratulate [Ola](#), [ShareChat](#), [Innovaccer](#), [Ninjacart](#), [Uni Cards](#), [JUSPAY](#), [Hevo Data](#), [NephroPlus](#), [Fullife Healthcare Pvt. Ltd.](#), [Atomberg Technologies](#), [Bureau](#), [ByteLearn](#), [TranZact](#), [Third Wave Coffee](#), [Practically](#), [Plix-The Plant Fix](#), [MoEVing](#), [Nexprt](#), [Stack](#), [Pi Green Innovations Pvt. Ltd.](#), [Nestasia](#), [Spry](#), [Hoopr](#), [The DigiBoxx](#), [Vitraya Technologies](#), [Shopconnect.live](#), [Frendy](#), [Enmovil](#), [PropReturns \(YC S21\)](#), [haus & kinder](#), [ASQI Advisors](#), [unremot \(Techstars '21\)](#), [OneAssure](#), [MasterChow](#), [Tournafest](#), [WeSkill](#), [Fitpage](#), [BharatX](#), [SML](#), [Nutrizoe](#), [SpooSense](#), [kindlife.in](#), [FanAnywhere](#), [Evenflow](#), [CocoWorks](#), [Tagmango](#), [Frangipani](#), [Hosh](#)

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Frendy raises Rs 10 cr in pre-Series A round

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Frendy raises Rs 10 cr in pre-Series A round

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STARTUP	ABOUT	DEAL SIZE	ROUND	INVESTORS
VITRAYA	Vitraya Technologies is building out a tech platform to enable automated, real-time payouts and claims settlement between hospitals / healthcare providers and insurers who offer health insurance products to consumers and businesses.	USD 1.5 M	SERIES A	Season Two Ventures
SHOPCONNECT <small>REDEFINING PERSONALIZATION</small>	Shopconnect helps businesses to connect with end customers using state of the art tools enabling businesses and customers to have personalized shopping experiences.	USD 1.5 M	PRE SERIES A	IBS Technology and Consulting Services
frendy WEcommerce	Frendy is a social e-commerce platform. From branded apparel to stylish footwear, exclusive jewellery to sassy cosmetics, and elegant home and lifestyle products to your daily household needs and groceries, Frendy offers a wide range of products.	USD 1.3 M	PRE-SERIES A	Pavitar Singh, Abhishek Khurana, Desai Family Office