

**DATE**

January 27, 2014

**SECTORS**

Consumer, Leisure & Retail

**DEAL TYPE**

Private Capital

**DEAL LOCATIONS**



# DC Advisory advised BrainBees Solutions (Firstcry.com) on a capital raise from Vertex Ventures, SAIF Partners & IDG Ventures



**DEAL TEAM**



**Klaas Oskam**  
CEO



**Meherzad Kelawala**  
Managing Director

DC India is pleased to announce that our client, BrainBees Solutions (FirstCry.com), the leader in baby and kids e-commerce in India, has received a \$15M Series C equity investment from Vertex Venture Holdings (a wholly owned subsidiary of Temasek Holdings) and its existing investors SAIF Partners & IDG Ventures India. This investment will be used to further strengthen operations and to continue expansion of the FirstCry platform.

BrainBees provides baby and kids products through FirstCry.com and more than 50 FirstCry branded offline franchisee stores located across India. Since its inception in December 2010, management's vision and rigorous execution has enabled the business to establish itself as the clear leader in the baby and kids e-commerce space in India.

We are very happy to have Vertex join our board. They bring fresh perspective and learnings from other Asian e-commerce markets, which will be critical as FirstCry will look to continue to scale its leading position in India with our hybrid business model.

Supam Maheshwari  
BrainBees CEO