

**DATE**

June 29, 2022

**SECTORS**

Consumer, Leisure & Retail

**DEAL LOCATIONS**



**DEAL TEAM**



**Meherzad Kelawala**  
Managing Director

# DC Advisory advised Arzooo on its USD 70M Series B funding led by SBI Investments and Trifecta Capital



## Background

- Founded in 2018, Arzooo is India's leading retail tech platform for consumer durables and electronics
- Through its proprietary technology platform, Arzooo enables physical retailers to go digital through aggregated supply chain, sourcing management, inventory management, digital storefronts, and financing solutions
- SBI Investments (SBI) is the core company in Japan's SBI Group's Asset Management Business. Since its establishment, it has focused on investments in growth sectors such as information technology, biotechnology and life science

- Trifecta Leaders Fund is one of India's leading domestic growth equity funds. The fund is the equity arm of Trifecta Capital, pioneer of venture debt in India and one of the most active investors in the region

### **Process**

- DC Advisory (DC) acted as an exclusive financial advisor to Arzoo on its growth equity investment from SBI, Trifecta Capital and other investors, including 3Lines and Celesta
- DC worked with the founder to engage investors with relevant expertise in the consumer and e-commerce spaces, allowing Arzoo to negotiate offers and close the transaction with attractive valuations
- DC provided full advisory support across multiple work streams including:
  - Approach strategy and tactics
  - Due diligence coordination
  - Support in negotiations and transaction documents

### **Outcome**

- Arzoo received a growth equity investment of USD 70M, in Series B funding from SBI, Trifecta Capital and other investors in June 2022
- The investment will be utilized to expand Arzoo's distribution, sourcing and financing platforms, strengthen its consumer-focused offerings and build private labels
- This transaction adds to DC's extensive experience and strong track record in the consumer and e-commerce spaces

"It has been an absolute pleasure to work with DC Advisory. Meherzad and the team were fully committed to the process from commencement to completion. They clearly understood our business drivers and supported our journey through the peak of Covid. The team demonstrated domain knowledge and expertise to ensure that our investors fully grasped our business. I am delighted with the outcome, and I look forward to working with the team in the future."

Rishi Rathore  
Co-founder & COO, Arzoo

"Arzoo is an exceptional growth story with a remarkable management

team that allows it to command a leadership position in a highly competitive space. The tenacity of the team has been outstanding, even during unfavourable times. We are delighted to have had an opportunity to assist Arzoo and source relevant, sector expertise-focused investors on this transaction, which marks an important milestone in its journey."

Meherzad Kelawala  
Managing Director, DC Advisory India