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EazyDiner gets backing by Yuvraj Singh

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As per recent media reports, Yuvraj Singh, via his VC fund YouWeCan, has invested an undisclosed amount in EazyDiner. With this move, Yuvraj will also be the brand ambassador of the app.

Founded in 2015 by Vir Sanghvi and other top hoteliers, EazyDiner is a restaurant table reservation platform. The app allows users to book reservations in eight Indian cities and Dubai. Currently, the app has about 53,000 restaurants listed on the platform. EazyDiner claims to have 15 Lakh unique subscribers every month.

Launched by Vir Sanghvi in collaboration with India's top hoteliers and restaurateurs, EazyDiner is an online restaurant reservation platform that offers a curated guide to an extensive range of dining options, with special deals on every single booking and no reservation charges,

Each and every booking with EazyDiner comes with a special EazyDeal, ranging from free alcoholic drinks or desserts or appetizers to 50 per cent off on the total bill. No meal comes without a deal.

With each booking, one also earns EazyPoints, which can be redeemed for an array of delicious treats. One can earn points for booking through EazyDiner as well as by leaving user reviews on restaurant profiles. The more points you earn, the more delicious and exciting the rewards become.

EazyDiner also counts Sue Reitz, Rohit Dasgupta, Sachin Pabreja, Shruti Kaul, Ruchika Dhamija, and Manish Kutula as founders. The reservation platform offers reviews, recommendations, insiders' tips, dining concierge services and deals, for every reservation.

At the time of launch, it was reported that EazyDiner had also roped in several eminent people in its advisory council like Oberoi Group Joint MD Vikram Oberoi, The Leela Palaces MD Dinesh Nair, Speciality Restaurants founder & CEO Anjan Chatterjee, among others.

In August 2015, the startup raised $3 Mn in a new round of funding led by Saama Capital and its existing investor DSG Consumer Partners.

In January 2016, Zomato also launched its table reservation service Zomato Book. Dineout is another player in this segment in India, apart from Eazy Diner.

In April 2017, YouWeCan Ventures invested an undisclosed amount in Gurugram-based Startup Buddy. With this move, Yuvraj will join the company’s Board. Till date, it has invested in wellness platform Vyomo, edtech startup Edukart, automotive service marketplace Cartisan, online marketplace for private jets and helicopters JetSetGo, brand licensing startup Black White Orange Brands, among others.

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