NEWS | BEVERAGES

Boundless Brands secures $2.5 M in seed round

Funding to be used on marketing, product development, sales partnerships and social media

By **Manbeena Chawla** | May 2, 2023



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Boundless Brands, a digital-first beverages brand with a full-stack e-commerce platform for the food and beverage (F&B) industry, has raised $2.5 million in a seed round from marquee angel investors from USA and India.

The startup plans to onboard over 1,000 F&B third party brands in the next two years for its full stack e-commerce platform and services. It also plans to launch an array of beverages drinks in the summer of 2023 to be distributed through its own e-commerce site and app supplemented with quick commerce, marketplaces and modern retail.

Boundless enables e-commerce sites and apps and all the managed e-commerce services including technology, catalog, digital marketing, payment, fulfillment and customer support for F&B brands.

The Gurugram-based startup will be launching dozens of beverage products this summer to cater to the underserved beverages market for the millennials and GenZ in India who account for more than 50% of the total $100 billion F&B market.

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Read online: https://nuffoodsspectrum.in/news/15/20048/boundless-brands-secures-2-5-m-in-seed-round.html
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