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Bebe Burp secures Rs 8 Cr in pre-series A funding from Gruhas Fund

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By **Shraddha Warde** | August 5, 2024



Bebe Burp

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Bebe Burp, a certified baby food brand from Mighty Steps Pvt Ltd, announced the successful closure of its latest Pre Series A funding round, securing INR 8 Crore from the venture capital firm Gruhas Collective Consumer Fund (GCCF). This fund was launched by Gruhas in collaboration with the Collective Artists Network earlier this year. This substantial capital infusion marks a pivotal milestone for Bebe Burp, propelling the brand to new heights in the baby food industry and reinforcing its commitment to quality, safety and nutrition.

Bebe Burp followed its principle of GIVES, which stands for Growth, Involvement, Visibility, Efficiency, and Stability to acquire this funding. The brand will utilise 60 per cent of the fund for growth, 20 per cent for operations, 10 per cent for product development, and the remainder for team building for a coherent production. The fund will be channelled into diverse aspects of the business like expansive market growth, advanced product development, targeted marketing campaigns, strategic hiring and talent acquisition, groundbreaking innovation and R&D, and seamless technology integration.

Read online: https://nuffoodsspectrum.in/news/6/21387/bebe-burp-secures-rs-8-cr-in-pre-series-a-funding-from-gruhas-fund.html

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