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CURRYiT raises Rs 4.5cr in seed round to scale-up manufacturing

The pre-money valuation of CURRYiT stood at INR 40 crore, reflecting robust investor confidence in the company's growth prospects

By **Shraddha Warde** | September 11, 2024



CURRYiT (1)

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CURRYiT, a 100 per cent clean cooking paste brand redefining Indian cooking announced the successful closure of its latest funding round raising a substantial amount of INR 4.5 crore. The round was led by esteemed investors including RK Family Trust (of Apollo group), Tangent Advisors, Freeflow Ventures, prominent angel investors such as Ramesh Damani (of DMart group), Ajaya Jain and other angel investors.

The pre-money valuation of CURRYiT stood at INR 40 crore, reflecting robust investor confidence in the company's growth prospects. The fresh capital infusion will primarily be allocated towards scaling up operations, enhancing brand marketing efforts, and strengthening their distribution channels.

Founded by IIM alumni Richa Sharma and Nischal Kandula, CURRYiT offers the largest range of cooking pastes in India including curry pastes such as Kashmiri Rogan Josh, Butter Masala, biryani pastes, ginger garlic paste, tomato purees, instant tadka, etc. The company said it serves 25,000+ pin codes daily and has witnessed over 50 per cent month-on-month growth on Q-commerce platforms. With increased production capacity and distribution, the brand aims to quadruple its monthly revenue in the next 6 months.

Read online: https://nuffoodsspectrum.in/news/29/21493/curryit-raises-rs-4-5cr-in-seed-round-to-scale-up-manufacturing.html
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