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Deal Announcement

Kishlay Foods raises INR 100 crores from Norwest Venture Partners and Intensive Softshare.

NORWEST | VENTURE PARTNERS
&
Intensive
Invest ~ INR 100 Crores
in Kishlay Foods

Kishlay
TASTE THAT SPEAKS

SOLE SYNDICATE & ADVISOR

Kishlay is a strong North-East India based FMCG Brand engaged into Manufacturing and Selling of branded Packaged Snacks & Bakery Products under Brand name “Mamooz”, “Non Stop” & “Kishlay”. Started in 2002, Kishlay has successfully diversified into Manufacturing of Branded Western Snacks like Potato Chips, Extruded Snacks, Corn based Rings, Puffs, Balls along with Bakery Products like Salted, Cream, Marie Biscuits & Butter Cookies & Rusk. Company has also recently set-up a new state of art Manufacturing facility for Ethnic Namkeen.

With Presence in over 12 states along with well diversified Product portfolio Kishlay is well positioned to capture growing Branded Packaged Food Industry in India & become a PAN Indian FMCG Brand.

Norwest Venture Partners along with Intensive Softshare promoted by Mr.DK Surana has acquired Significant minority stake in the Company for around INR 100 crores through a mix of primary and secondary investment. Intensive Fiscal Services Pvt Ltd, a Mumbai based boutique

Investment Banking Firm is sole Syndicator & Advisor to the deal.

Intensive Fiscal Services Private Ltd is a Boutique Investment Banking firm based at Mumbai.

Intensive has successfully syndicated & advised transactions of over 1 Billion Dollar through PE, IPO, Pre-IPO, M&A, Debt Syndication, Takeover & Open Offer, etc. advising over 300 clients spread across over 60 cities in India. Company is also into corporate advisory business of Corporate Structuring including Amalgamation, Merger, Takeover, Spin-off, Demerger, Joint Venture, etc. Intensive has been awarded as among top 10 Most Promising M&A Consultants by Consultant Review Magazine.

Mr. DK Surana, CMD at Intensive is a Seasoned investor focused at investing in growth oriented branded Retail & FMCG companies in India. Fast growing reputed Companies like Kishlay, Style Bazaar, Bikaji, Aakash Namkeen, Gokul Refoils are some of the private sector companies under his Investment Portfolio. His investment has also been marked with Co-investment by India’s Marquee Investor like Rakesh Jhunjhunwala, Norwest, IIFL AMC, Lighthouse Fund & Granite Hill Capital Partners, etc.

