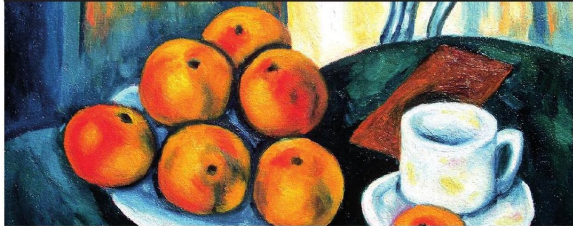


# Funds Keep Trickling in

ON THE TABLE



PAUL CEZANNE, Still Life with Apples

## Unilever Arm Makes India Debut with Peel-Works

### Our Bureau

**Bengaluru:** Unilever Ventures, the venture capital and private equity arm of Unilever, has made its first investment in India in Mumbai based Peel-Works, a consumer sector based SaaS and big-data analytics company.

Unilever Ventures has led the undisclosed Series-B round with participation from existing investors Inventus Capital Partners and IDG Ventures India. The company will use the funds to strengthen its product and technology offering, expand its team and geographical footprint. Peel-Works' platform

helps retailers drive higher shoppers' loyalty, optimise their stores assortments and inventory levels, thereby reducing operations costs.

For brands, the platform output helps them understand their shoppers better and financial technology players can also use the platform to lend capital to retailers.

"We build tech products, which helps gain insights from the distributor onwards—distributor to retailer and retailer to shopper. It helps (brands) connect to their customers," said Sachin Chhabra, CEO, Peel-Works.

**Company will use funds to strengthen its product and tech offering**