



Spark Financial Holdings advises Pureplay Skin Sciences and existing investors on a USD 35 Mn equity round

Spark Financial Holdings (“Spark”) acted as the exclusive financial advisor to the transaction.

Spark is pleased to announce the successful closure of a USD 35 Mn equity round in Pureplay Skin Sciences (India) Private Limited (“Plum”, or the “Company”) led by A91 Partners and existing investors Faering Capital and Unilever Ventures

Since its first funding round in late 2018, Plum has grown 15x, driven by a strong leadership & operating team focused on building value for - people, planet, and profit-sharing participants. Its products rank among the top brands on key eCommerce marketplaces such as Amazon, Flipkart, Nykaa, and Purpille, in addition to being distributed across 250 towns and cities in India, through nearly 1,000 assisted retail outlets, and over 10,000 unassisted outlets. The fresh equity raise is expected further strengthen its omni-channel presence, build new categories in addition to its core skin care category and strengthen R&D capabilities.

Commenting on the successful completion of the transaction:

Shankar Prasad, CEO and Founder, Plum remarked, “We are excited to welcome A91 Partners on board, and are equally delighted to see Faering Capital and Unilever Ventures re-affirm their faith in our business model and growth story. We also thank Spark Financial Holdings for their assistance in helping us complete this strategically important round of funding.”

Jyotiraj Sarma, Director and Head – Consumer & Digital Tech, Spark Financial Holdings remarked, “Our heartiest congratulations to Shankar, Abhay, Sameer and Pawan on a successful equity raise. It was a pleasure working with you and the entire Plum team and we wish you the very best going forward”

About Pureplay Skin Sciences:

Born in 2013, brainchild of Shankar Prasad, an IIT-ISB-Unilever alum; Plum is a leading, 100% vegan, cruelty-free & toxin-free beauty brand with a strong portfolio in skincare, haircare, personal care, and makeup. The brand is driven by a strong leadership & investor team focused on building value for - People, the Planet, and Profit-sharing participants

With over 160 SKUs, Plum has steadily built its customer base on both online and offline platforms. In addition to being among the top new-age beauty brands online, the brand also now reaches over 250 towns and cities in India, through nearly 1,000 assisted outlets, and over 10,000 unassisted outlets - growing month-on-month. The newest addition to the Plum family is a range of clean, fun makeup products that put skin first

Further information is available at www.plumgoodness.com

About Spark Financial Holdings:

Spark Financial Holdings is one of India's leading boutique financial services houses with over 20 years of experience. We derive our strength from the years of experience of our founding members with the contemporary thinking of our young leadership team. Our key businesses include Investment Banking, Wealth Advisory and Asset Management. We have our offices in Mumbai, Bangalore and Chennai and work with clients pan-India. We continue to differentiate ourselves and attract high-quality talent based on our core values of Knowledge Banking, our ears to the ground approach, high engagement through the entire deal process and strong entrepreneurial culture. We have closed over 160 transactions aggregating to more than \$7 billion across 5 key sectors, namely Financial Services, Tech Services, Consumer, Industrials and Healthcare. Our core products include Private Equity and M&A where we typically work with clients from Series B all the way upto IPO. Our core values of integrity; putting clients first; and seeking partnerships that are mutually beneficial, help us build sustainable, long-term relationships with clients. Further information is available at www.sparkcapital.in

**Best Regards,
Team Spark**

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