



## Spark Financial Holdings advises Sea Turtle Private Limited (“Zouk”) on an equity round led by Aavishkaar Capital

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

Spark is pleased to announce the successful closure of an equity round in Sea Turtle Private Limited (“Zouk”, or the “Company”) led by Aavishkaar Capital and existing investors.

Zouk is a modern Indian lifestyle brand, recognized for being proudly Indian, 100% PeTA approved vegan, and handcrafted. The brand offers a diverse range of bags and luggage, blending traditional Indian craftsmanship with contemporary design. Zouk’s commitment to sustainability and quality has made it a preferred choice among consumers.

Commenting on the successful completion of the transaction:

**Pradeep Krishnakumar, Co-founder, Zouk** remarked, *“When founders go into a fundraise, they want a partner who is not only focussed on getting the transaction done but also keeps the company’s interests in mind. In Jyotiraj and his team at Spark, we found that partner from day one. At all points, we felt that we were in good hands and were working with a well-wisher of the company. His team also brought in the right mix of analytical rigour, stakeholder management and efficiency to get this deal done at an opportune time for the company. We are thankful for getting a partner like Spark, who have now built a name for themselves in the Consumer practice, for this transaction.”*

**Divya Gupta, Investment Director, Aavishkaar Capital** remarked, *“Partnering with Spark has been a great experience. Their expertise and commitment were evident throughout the transaction, and they truly understood our vision for Zouk. We appreciate their support.”*

**Jyotiraj Sarma, Managing Director and Head – Consumer & Digital Tech, Spark Financial Holdings** remarked, *“Zouk’s success is a testimony to the founding team’s intense passion and hard work as they build out this remarkably original and distinctive Indian brand. This is an important transaction for all of us at Spark as we build the consumer investment banking franchise, and we are privileged to have partnered with Disha and Pradeep on this significant milestone in their journey.”*

**With this deal, Spark has consummated 30 deals in the Consumer sector reaffirming our credentials in this space with a proven track record of advising high growth and high-quality consumer businesses.**

### About Zouk:

Founded by Disha and Pradeep, a husband-and-wife team, Zouk is a modern Indian lifestyle brand with a diverse product range across bags and luggage. The brand reflects the company’s vision of blending traditional Indian craftsmanship with contemporary design. With a commitment to sustainability, Zouk creates products that are proudly Indian, PeTA approved vegan, and handcrafted to perfection. Their offerings bring the vibrant and rich culture of India to the global stage, making them a preferred choice among consumers.

Zouk’s diverse product portfolio includes products for every occasion, such as handbags, wallets, backpacks, and luggage. Each product is thoughtfully designed to combine functionality with style, ensuring consumers enjoy both comfort and aesthetics. Zouk is committed to maintaining high-quality standards by using cruelty-free materials, such as vegan leather, and incorporating traditional Indian motifs and patterns into modern designs. This fusion of tradition and innovation has made Zouk a standout in the Indian market.

Zouk is a digitally native brand with a strong omni-channel presence, offering its products through its own website, major e-commerce platforms such as amazon, myntra, and flipkart, as well as in modern trade stores. The brand also operates its own exclusive outlets in Bangalore and Mumbai.

For more information about the company, please visit: [www.zouk.co.in](http://www.zouk.co.in)

#### **About Spark Capital:**

Spark Capital Group [www.sparkcapital.in](http://www.sparkcapital.in) is a two-decade old mid-market financial services franchise offering investment banking, asset management and private wealth management solutions. Spark Capital Group entities are registered with Securities and Exchange Board of India.

Our Investment Banking practice has a track record of having consummated transactions aggregating to ~USD 10 billion, across capital raising and M&A advisory, with industry-leading transaction closure rates. Focused on industry verticals – Industrials & Logistics, BFSI, Consumer Products, Technology & Business Services, Healthcare & Pharma - it caters to the diverse needs of businesses through their lifecycle.

We manage and invest, through discretionary and non-discretionary PMS, ~INR 1,950 crores (or ~USD 236 million), in public equities and performing high yield credit in our Asset Management business. Spark Capital's Private Wealth Management business has ~INR 21,250 crores (or ~USD 2.60 billion) of assets under advice, invested across a suite of financial products tailored to needs and requirements of a diverse client base.

Independent, professionally owned & managed, we bring to bear entrepreneurial energy that blends the extensive experience of our founding leadership with contemporary outlook & dynamism of our young business leadership teams. Knowledge & research oriented in approach, we cherish & strive to practice our core values of objectivity, intellectual integrity, and client-centricity.

The goodwill and endorsement of long-standing & deep-rooted client relationships spanning entrepreneurs, corporates, business groups, family offices, and high net worth individuals serve as an eloquent testimony to our work. With over 300 employees across India and head quartered in Chennai, we have now offices in key Indian cities Mumbai, Delhi, Bengaluru, Hyderabad, Pune, Kolkata and Ahmedabad.

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**Best Regards,  
Team Spark**

**Spark Financial Holdings Private Limited**

Chennai, Mumbai, Delhi, Bengaluru, Hyderabad, Pune, Kolkata and Ahmedabad.

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