

# KENNIS Ventures raises seed capital for EUME, A travel lifestyle startup as an exclusive transaction advisor.



Founded by Naina Parekh and Pranay Parekh, EUME Lifestyle is a travel and lifestyle brand in the business of marketing and selling of backpacks, ladies handbags and other travel products including umbrellas under its Brand Name "EUME". Its flagship product, Massager Backpack, is patented in USA and in India with PCT filed worldwide. The Company recently launched its first range of ladies' handbags and accessories in July 2022. Kennis Ventures Private Limited has acted as an exclusive advisors to the Company for the transaction.

The Start-up plans to use fresh funding for Product Development, Marketing & Branding, Team Building and Working Capital.

EUME Lifestyle was founded in 2018 as a business division of Group flagship Company Avon Lifestyle Private Limited. Later in 2021, the business was transferred to a newly created Company EUME Lifestyle Private Limited.

Mumbai based EUME Lifestyle has received early-stage Seed Investment in a round led by Motilal Oswal, Pradeep Rathod, Prithviraj Kothari and others from JITO, Mumbai Angels, Sumeet Kabra of RR Kabel and Lead Investor Network of an undisclosed amount.

#### EUME Lifestyle

"EUME is everything about 'you and me'- the synergy between 2 stakeholders, the customer and the brand and it focuses on building trustworthy relations. As a brand, we want to be aware of our community and their preferences to ensure our product speaks the same language." said Naina Parekh, Founder of EUME Lifestyle.

Revealing its expansion plans, Co-founder Pranay Parekh said "We have raised this round after investing more than ₹10 Crores in EUME as a family over past 3 years. We believe in sustainable growth and want EUME to be present and sold in every large country. The Massager Backpacks have received tremendous response both in India as well as abroad and are expected to be catalyst of our overall business growth."

A famous quote by Albert Einstein goes as follows "Creativity is seeing what everyone else has seen and thinking what no one else has thought". Parimal Sheth, Director, Kennis Ventures, stated describing the founders of EUME as people who think differently and unconventionally, always with a new perspective.

"EUME has a strong product offering and we are really excited with this brand. Naina Parekh, the Founder is quite experienced in the lifestyle industry and their latest launch of Dragonfly collection has received significant traction." concluded Saurabh Agarwal, Founder, Kennis Ventures.