

Funding Alert - HappyShappy Raises Seed Round Funding

Social commerce platform to aggressively accelerate marketing, AI development and execution of product roadmap.



New Delhi, Aug 26, 2019 (Issuewire.com) - HappyShappy, an idea and product discovery platform, has raised a seed funding round led by a group of strategic investors from India and the US.

HappyShappy, which combines social media with the power, data intelligence, and scale of e-commerce, announced it has raised an undisclosed amount from a group of strategic investors and entrepreneurial stalwarts.

This fundraise will enable HappyShappy in aggressively pursuing its marketing and sales efforts, accelerate product AI development, tract talent for tech and marketing, fasten user acquisition, deepen customer & vendor relationships and drive further expansion.

Founded in 2016, the New Delhi-based startup is a discovery platform for ideas and homegrown

products, as well as a universal shopping cart. Operating on a layer above existing e-commerce platforms, HappyShappy curates unique products and experiences from those sites, enabling discovery for its users. Users can also save ideas, products, blogs and articles from elsewhere on the web into their HappyShappy account.

"Users are eager to find new and unique trends and products, by brands of varying sizes from all over the country," says Co-Founder and CEO, Nitin Sood. "HappyShappy's intuitive AI provides our users with a rich and seamless shopping experience across multiple e-commerce platforms."

HappyShappy has recently undergone a massive facelift, with a complete overhaul of the frontend with a redesigned app, fresh product offerings, enhanced security, as well as an updated look and feel. The platform also now has an intuitive and easy-to-use UI based on extensive research and focus groups.

"Growing at an extraordinary rate, social commerce today encourages more efficient mobile transactions. [HappyShappy](#) has an ambitious product roadmap to becoming a major player in the digital landscape," says Sana Hoda Sood, Co-Founder & Creative Director. "This is a consumer-centric company on an accelerated path to becoming one of the largest drivers of revenue for Indian commerce; hence the fund-raising."

The HappyShappy app is available on iOS and Android mobile phones, as well as web.

Media Contact

HappyShappy

contact@happyshappy.com

7303943881

634, FF, Lane No -3, Westend Marg, Saidulajab, New Delhi, Delhi 110068

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