

MM Agrawal Group (MMG) to launch ‘Moonshot’, a mega omni-channel digital platform to power brands to scale-up with best-in-class

MM Agrawal Group (MMG), unrivalled leaders in distribution of global brands in India, is set to launch its mega Omni-channel tech platform, Moonshot. MMG, founded in 1964, is one of India's leading, well-respected, and trusted conglomerates with deep

New Delhi, Delhi Feb 10, 2022 ([IssueWire.com](https://www.issuewire.com)) - MM Agrawal Group (MMG), an unrivalled leader in the distribution of global brands in India, is set to launch its mega Omni-channel tech platform, Moonshot. MMG, founded in 1964, is one of India's leading, well-respected, and trusted conglomerates with deep domain knowledge and expertise in sectors such as food & beverages, hospitality, education, oil & gas, and many more. The soon-to-be-launched platform, “**Moonshot**” will bring together the best-in-class technology & digital team to work closely together with an excellent distribution & marketing team. After being one of the biggest bottlers for Coca Cola and responsible for running McDonald's in North and East, MMG is one of the most sought-after brands in the country, with a very deep understanding of the Indian consumer market, proven expertise in PAN-India distribution, marketing, and sourcing across all channels (offline, retail and online).

MMG is now primed to leverage its strengths to empower a wide spectrum of brands, SMBs, and individual entrepreneurs operating in the competitive Indian consumption ecosystem. In its first phase, Moonshot will provide an omnichannel distribution platform to brands in the Food & Beverages, Personal Care & Homecare space giving them access to touchpoints in General trade, Modern trade, and E-commerce covering all aspects of B2C, B2B, D2C, and exponentially growing online marketplaces. In the next stage, Moonshot will make equity investments (both minority and majority) in emerging and promising brands, thus creating a house of brands under one roof.

Commenting on the launch of this pioneering digital platform, **Anant Agarwal, Promoter Director, MM Agrawal Group (MMG)**, said, “India is a land of innovation and opportunities. Whether it is an international brand planning market entry or an emerging business expanding its reach to the market, everyone is looking to scale up their business. Moonshot, backed by MMG's strong legacy of more than 50 years, combined with deep domain knowledge and a winning team will prove to be a winning formula for ambitious brands seeking to create successful operations. Moonshot is an industry-first omni[1]channel platform that will act as a trusted aid to these brands and enable them to soar through the Indian consumer landscape effortlessly. With this web and app-enabled platform our intent is to scale up local and new age brands/ products and give them an opportunity to truly take their products to the Moon.”

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