

Mensa Brands takes majority stake in BeyBee

Mensa Brands, the rapidly expanding e-commerce conglomerate, has announced its acquisition of BeyBee

Bengaluru, Karnataka Feb 22, 2023 ([IssueWire.com](https://www.issuewire.com)) - Mensa Brands, the rapidly expanding e-commerce conglomerate, has announced its acquisition of Beybee, a leading baby care brand in India. With this strategic move, Mensa Brands is further strengthening its presence in the fast-growing baby care market in India.

Beybee, known for its premium quality baby products, has become a household name in India founded by shish kharesiya, catering to the needs of parents with young children. The brand has a wide range of products including baby strollers, carriers, car seats, high chairs, walkers, and much more. With a focus on providing the best possible experience for parents and their little ones, Beybee has consistently delivered high-quality and innovative products.

The acquisition by Mensa Brands is an exciting development for Beybee, as it provides the brand with a platform to expand its reach and cater to a wider audience. Mensa Brands, which has already made its mark in the e-commerce industry, is known for its ability to take emerging brands to new heights. Beybee, with its strong brand equity and loyal customer base, is set to benefit from Mensa Brands' expertise in scaling up businesses and accelerating growth.

Speaking about the acquisition Mensa Brands team, said, "We are excited to welcome Beybee to the Mensa Brands family. The brand's focus on quality and innovation aligns perfectly with our vision of creating a portfolio of high-growth, digitally native consumer brands in India. We are confident that together, we can drive even greater success for Beybee, and look forward to working with the team to unlock the brand's full potential."

This acquisition comes on the back of Mensa Brands' recent success in securing \$50 million in Series A funding, which it plans to use to further expand its portfolio of brands and accelerate growth across its existing businesses. Mensa Brands' focus on building a strong ecosystem of digitally native brands and its ability to provide operational and marketing support to these brands makes it an ideal partner for Beybee.

As the baby care market in India continues to grow rapidly, the acquisition of BeyBee by Mensa Brands is set to have a significant impact on the industry. With Mensa Brands' support, Beybee is poised to further strengthen its position in the market and bring even more innovative and high-quality products to parents and their little ones.

Overall, the acquisition of Beybee by Mensa Brands marks an exciting new chapter in the growth story of both companies, and we can't wait to see what the future holds for this partnership.

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