



Mensa Brands Becomes Asia's Fastest Unicorn

Client News

November 19, 2021

Gunderson Dettmer represented client Prosus Ventures, a venture capital firm investing in internet and technology companies, as an investor in the \$135 million Series B financing of Mensa Brands, an India-based startup that helps digital brands scale operations. This round has led Mensa Brands to become India's (and Asia's) fastest unicorn.

Founded in May 2021, Mensa Brands has managed to raise more than \$300 million in equity and debt within six months of starting the business.

In the [announcement of the transaction](#), founder and CEO of Mensa Brands Ananth Narayanan said, "We are grateful for the confidence from our investors and our brand partners. Our deep focus on technology and digital brand building, has allowed us to grow three times of our initial plan and we at Mensa Brands are primed to build global breakout brands from India. I am especially proud that more than 50 per cent of our brands are led by women founders and that Mensa supports small and medium-sized businesses across the country."

The Gunderson deal team was led by Jolyn Ang and included Benjamin Teo.

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