



Flipkart Invests \$60 Million in Logistics Startup Shadowfax

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Sunsella, a company based in Las Vegas, Nevada, that offers home and kitchen products online, has commented on the announcement that Walmart's Flipkart has invested \$60 million in Bangalore, India-based logistics startup Shadowfax. Flipkart was the top investor in Shadowfax in the Series D financing round for the startup, with the total amount raised to date being \$100 million.

Other investors in the four year old Shadowfax are Nokia Growth Partners, Eight Roads Venture, Mirae Asset-Naver Fund, Qualcomm Ventures, and World Bank-backed IFC. As a result of the new financing round, Shadowfax is now valued at approximately \$250 million. Shadowfax operates a business-to-business logistics network spanning more than 300 cities in India. They partner with neighborhood stores to be able to use their real property for storing inventory, and a huge network of freelancers for the delivery. Their network can handle various kinds of goods in a wide range of categories, including grocery, hot food, e-commerce, and fashion.

Meanwhile, the online marketer of various home and kitchen products has noted that the report about Shadowfax shows the growing importance of the logistics support for online retailers. Sunsella has several

products offered online. One such product is the Leakproof Lunch Container. These are fully leakproof bento boxes, which ensure that soup and other liquids do not get spilled out of the box, possibly damaging other belongings inside the bag where it is placed. It also means that the soup or sauce in one compartment cannot go into the other compartments and possibly ruin the other food in the bento box. This bento box can be utilized as a work lunch box or as a student's lunch box. People who go to work can simply plan and prepare their lunch for the entire week and then keep these boxes in the refrigerator. When they get up in the morning, they simply retrieve one of the boxes from the fridge, heat it up, and then bring the box to work. Something similar can be done by parents for their children who go to school.

Another popular home and kitchen product from Sunsell is the silicone vegetable steamer. This steamer can easily be made more compact when it is to be kept in the drawer or cabinet. It is manufactured from high grade silicone and because its size can be easily adjusted, it can be made to fit in a wide range of sizes of pots and pans. It can be exposed to heat as high as 446 degrees Fahrenheit or 230 degrees Centigrade. It also has strong locking handles for easy retrieval from within a pot or pan. And these handles can be folded, allowing the lid of the pot or pan to be closed while it's being used for steaming. It can be used to steam different kinds of food like dumplings, fruits, eggs, chicken, desserts, vegetables, meat, seafood, and more.

Another convenient product from Sunsell is their stainless steel vegetable steamer. This is completely made of high-grade stainless steel and it has been designed in such a way that its diameter easily adjusts to make it fit a broad range of sizes of pots and pans. It can be used to steam various kinds of food, such as chicken, fruits, eggs, seafood, dumplings, vegetables, meat, desserts, etc. It can also be used as a container for the steamed vegetables and other foods and it can be easily removed from inside a pot or pan using its center ring or extension handle.

Another useful product for cooking is a set of four silicone egg rings. These are constructed from high-grade and extra thick silicone. Each ring has a stainless steel handle for easy retrieval when cooking. Each ring is non-stick and reusable and it is recommended that people use it on coated cookware for non-scratch cooking. People can make perfectly round fried eggs, pancakes, omelets, burger patties, and more with these rings. These are heat resistant and oven safe so that they can be put on a griddle, a barbecue grill, a skillet, or a pan.

Those who would like to know more about the Sunsell home and kitchen products can check out their website or contact them on the telephone or via email.

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Sunsella

The Sunsella range consists of high quality kitchen utensils and gadgets designed to improve your quality of life.

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