

Tata digital to acquire majority stake in BigBasket in India

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Current acquisition will create a large consumer digital ecosystem in the online Food & Grocery segment



Tata Digital Limited, a 100% subsidiary of Tata Sons Private Limited has acquired a majority stake in Supermarket Grocery Supplies Private Limited (BigBasket) – India’s largest e-commerce player in the Food & Grocery segment.

E-grocery has been one of the fastest-growing segments in the consumer e-commerce space and its growth is propelled by India’s rising consumption and digital penetration. The current pandemic has further accelerated its adoption as consumers seek the convenience of ordering quality groceries delivered safely at home.

Pratik Pal, CEO of Tata Digital said: “Grocery is one of the largest components of an individual’s consumption basket in India, and BigBasket is India’s largest e-grocery player, fits in perfectly with our vision of creating a large consumer digital ecosystem. We are delighted to welcome BigBasket as a part of the Tata Digital.”

Hari Menon, CEO of Bigbasket, said: “We are extremely excited about our future as a part of Tata group. As a part of the Tata ecosystem, we would be able to build stronger consumer connect and accelerate our journey.”

The Tata group is building a digital consumer ecosystem addressing consumer needs across categories in a unified manner and online food & grocery is an important part of this ecosystem. Accordingly, this acquisition presents an

attractive opportunity for the Tata group in its overall vision of creating a digital ecosystem.

Tata Digital is a 100 percent subsidiary of Tata Sons Private Limited. Tata Digital set up its operations in August 2019, to build consumer-centric digital businesses for deep consumer engagement and their needs across multiple verticals - retail, travel, financial services.

BigBasket was founded in 2011 in Bangalore and has expanded its presence to 25+ cities across India since then.