

News

CMS INDUSLAW takes action on the \$51 million Series D fundraise for The Whole Truth.



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whole The Truth

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MILLION SERIES D FUNDRAISE FOR THE WHOLE
TRUTH.**

The Whole Truth's emphasis on consumer trust and ingredient disclosure has helped it to create a solid market position.

A Series D fundraising round headed by Sofina Ventures S.A. has received \$51 million for Fitshit Health Solutions Private Limited, which operates as The Whole Truth, a rapidly expanding clean-label health food brand.

Lead investor Sofina Ventures received legal advice from CMS INDUSLAW on their investment in The Whole Truth.

Siddharth Manchanda (Partner), Riya Gupta (Senior Associate), Arnesh Nag (Associate), and Nandini Soora (Associate) made up the transaction and due diligence team.

The Executive Director, Ruhi Jain, the Senior Executive, Adarsh Joshi, and the Manager, Praveen Hegde, made up the Secretarial Team.

The Whole Truth, which offers a variety of nutrition-focused items such as protein bars, nut butters, and chocolates, has built a solid market position by emphasizing ingredient transparency and customer trust.

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