

News

Goyel and Goyal offer advice Let's try raising money for Pre-Series A fundraise

With the new funding, the firm intends to increase its distribution in Tier I, Tier II, and Tier III locations.



Let's Try, a snacking brand situated in Delhi NCR, received advice from **Goyel & Goyal** on how to raise \$2.5 million (~21.64 crore) in a Pre-Series A fundraising round headed by SWC Global.

Shivantika Srivastava (Associate), Rishi Shah (Senior Associate), and **Akshit Goyal** (Founder Partner) made up the firm's staff.

With the additional funding, the firm intends to improve its supply chain and backend operations while also broadening its distribution throughout Tier I, II, and III cities. In addition, a portion of the earnings would be used to develop offline and online brand campaigns and introduce new product variants.

Let's Try, which was founded in 2021 by Nitin Kalra, sells a range of nutritious snack foods, mostly online, including as cookies, roasted channa, chips, namkeens, and mixes. To guarantee quality and innovation, the business uses in-house production.

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