

Rabihat Raises INR 40 Crore (USD 5 Million) in Series A Funding, Accurize Startgrowers Acts as Exclusive Financial Advisor

Category: Business

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Rabihat, India's fastest-growing D2C brand has successfully raised INR 40 crore (USD \$5 million) in its Series A funding round. The round was exclusively advised by **Accurize StartGrowers**, a boutique capital advisory and syndication firm focused on high-growth consumer ventures.



Vivek Kakkar, Founder, Accurize Startgrowers Pvt. Ltd.

Vivek Kakkar, Founder of Accurize StratGrowers, commented, *“Rabitat is not just building products-it’s pioneering a movement around safer, smarter parenting choices. By merging certified food safety standards with world-class design, Rabitat is well-positioned to lead the next wave of innovation in food contact products (FCP) and conscious parenting essentials.”*

Accurize Investor Syndicate also participated in the round, underscoring deep alignment between the advisory platform and the brand’s growth journey.

The funding round was led by **RPSG Capital Ventures** and **DSG Consumer Partners**, with participation from **Capital A**, **Flair Writing Family Office**, **Eaglewings Ventures**, and leading angel investors including founders from **The Souled Store**, **LivSpace** etc.

Rabitat addresses the critical need for safe, functional, and stylish kids food contact products. The company offers BPA-free, non-toxic drinkware and foodware made from globally certified materials, combining child-safe features with appealing aesthetics.

About Accurize

Founded in 2022 Accurize StratGrowers is a strategic growth advisory and capital syndication platform enabling growth-stage ventures across consumer, retail, and digital ecosystems. The firm specializes in high-impact fundraising mandates, M&A, go-to-market strategy and building long term capability for mission-driven businesses.

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