

FMCG Logistics Platform ILLA raises a six-figure seed funding round

The FMCG-focused delivery logistics startup announced that they've successfully raised seed round to further expand their operations in the local market

(Cairo, 25 Oct 2020) – **ILLA**, an FMCG delivery logistics marketplace has successfully raised a six-figure seed fund with participation from Averroes VC, AUC Angels and a consortium of local and regional strategic angel investors with follow-on funding from Flat6Labs Cairo.

ILLA launched officially in March 2019, through Flat6Labs Cairo accelerator, where they got great business support enabling ILLA to truly take off, after running their operations in beta mode for 8 months, getting robust feedback from their pilot clients who remained on their portfolio ever since and continue to grow alongside other household name clients.

ILLA caters to the big corporates and SMEs alike, with full-fledged transportation and logistics solutions tackling major pain points unique to the FMCG industry. While innovating around logistics is challenging, it's even more so within an ever-growing industry, and that's why ILLA is uniquely poised to capture considerable market share both locally and regionally for their exclusive focus and innovation around this industry. The Outcome of such focus is that they operate within 24 Governorates across Egypt, delivering 7 million cases so far and spanning more than 3 million Kilometers.

The new investment round will enable ILLA to further capitalize on its position as a leader in FMCG Delivery Logistics industry in Egypt, where delivery logistics is being constantly disrupted with new technology and market dynamics. ILLA is striving to maintain its leadership positioning as the delivery logistics arm to FMCG companies as well as SMEs while enriching the customer journey and deepening relationships within the value chain. Tech transformation is a key area of focus for ILLA, which enables its clients to manage their existing and outsourced fleets seamlessly and provide them with elaborate analytics and market insights, to make better decisions and deliver superior quality to their customers. The funding will also drive further local expansion and exploration of regional markets to operate in next.

Mahmoud El-Zomor CEO & Co-founder, comes from a family deeply rooted in the distribution industry, whereas he held several positions in multinational FMCG corporates like Coca-Cola and Clorox, he then sought to innovate around traditional logistics with technology disruption and began the journey of ILLA with his three childhood friends who span a diverse range of experiences across the FMCG Industry as well. With Alaa Jarkas, Commercial Director & Co-Founder who used to work as an Account sales manager at Juhayna as well as past experiences in overseas in Saudi Arabia as an operation officer in oil and gas service company, and Ahmed Sakr, COO & Co-Founder, used to work as an account manager at Coca-Cola Egypt, and as a financial advisor in the foreign exchange market before that and lastly the one in charge of the tech innovation that's at the very core of ILLA, Hossam Saraya CTO & Co-Founder, a software engineer with over a decade of experience, who has been leading multinational software teams to deliver scalable, usable, highly available & data driven software products.

Here's what the investors had to say about the team and the company

"We at Averroes are always on the quest of backing up exceptional startups and we have established this earlier in the logistics technology domain. We believe in ILLA's vision in providing high quality customized distribution solutions and in the value of its offering in serving FMCGs in an innovative and effective manner. ILLA's exceptional team of diversified backgrounds are surely capable and well

equipped in becoming a key player in the future of the logistics technology industry." **Dr. Ahmed Alsharif, Founding Partner and CEO, Averroes Ventures.**

"The ailing logistics and delivery sector is at a turning point, with Illa well-positioned due to their solid team, unique market know-how, and the strength of their solution. We are really pleased to support their growth and be a part of this round." - **Mariam Kamel, AUC Angels.**

"ILLA joined FFlat6Labs Cairo Spring 2019 Accelerator Program. As early stage investors, Flat6Labs primarily invests in people, ILLA's founding team demonstrated from day one that they are an A team. Their dedication, extensive experience in the logistics & Multinational FMCG industries and more importantly their insightful vision were assuring signs of great success ahead.

FLat6Labs is reinforcing its belief in ILLA and the team by joining a second round of investment in the company, in order for ILLA to continue to grow their business operations, to serve new markets/segments and introduce new technologically-enabled solutions. Flat6Labs Cairo is confident in ILLA's future plans and their ability to fulfil them.

We wish the team continued success, says **Marie-Therese Fam, Managing Partner** of Flat6Labs Cairo."

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LLA may only be beginning the journey but in such short period of time they managed to gain the trust and support of major local companies and multinational household names, the likes of CocaCola, P&G, Nestle and Pepsico while also empowering big local ones alike, and the road ahead continues to be ever so promising for the company.