

Fundamentum, Elevation back Wishlink in Series A round

Wishlink has raised \$7 million (₹58.1 crore) in a Series A funding round led by Fundamentum Partnership, along with participation from existing investor Elevation Capital. The startup will use the funding to scale its fashion category by onboarding more content creators and brands. It will also use the funding to improve the user experience and expand to new segments such as beauty and personal care, home decor, health and fitness and travel. Founded in 2022 by Shaurya Gupta, Chandan Yadav, and Divyansh Ameta, Wishlink is a content commerce platform. Wishlink works with 2,000 creators across social media platforms and drives sales for 250 brands and e-commerce platforms such as Myntra by equipping every creator with a multi-brand digital storefront of their own.