

## Xiaohongshu

Xiaohongshu is an online platform where people can share cross-border purchase information, shopping tips and strategies, helping users to shop smarter overseas. The platform also integrates information for discount, refund, featured items, shopping malls, and more.

### Overview:

**Geographic Region:** China

**Industry:** E-commerce & direct-to-consumer

**Company Website:** <https://www.xiaohongshu.com/>

**CEO:** Miranda Qu

### Investors:

Alibaba Group

Tencent Holdings

GGV Capital

ZhenFund

### Funding Rounds

Date	Transaction Type	Lead Investors	Capital Raised	Valuation
11/08/2021	Later Stage VC (Series E)	Alibaba Group	\$450M	\$20.00B
06/01/2018	Series D	Alibaba Group	\$300M	\$3B (current)
01/25/2017	Series C	ZhenFund	CN¥994K	
03/30/2016	Series C	Tencent Holdings	\$100M	
06/09/2015	Series B	GGV Capital	\$17.5M	
08/12/2014	Series A	ZhenFund	CN¥141K	
09/01/2013	Seed Round	ZhenFund	CN¥150K	