



Fudfill – A marketplace for Farm to Kitchen produce

Natural • Fresh • Organic • Healthy • Gourmet



Mission & Vision

- Fudfill is a **Natural Foods Marketplace**
 - A curated selection of natural, fresh, organic, healthy and gourmet foods
 - Directly sourced from local producers and food brands and delivered to customers
 - To grow and sustain local natural foods by creating farm-to-table access



Want to be the Largest Natural foods retailer of India by 2020

Problem statement – Supply side

Producers- Farmers and local artisans/chefs/brands

- ‘So, how do I reach my target customer?’
- ‘How do I get better value for my product?’
- ‘Can I get my product delivered fresh to the customer?’
- ‘Is there a way to avoid the costs of physical retailing?’

India wastes fruits and vegetables worth Rs 13,300 crore every year: Emerson study

Jayashree Bhosale, ET Bureau Nov 28, 2013, 02:53PM IST

Tags: vegetables | India | fruits | Emerson Climate Technologies India | Cold Chain and Distribution Centre | Africa

PUNE: India, the world's second largest producer of fruits and vegetables, is throwing away fresh produce worth Rs 13,300 crore every year because of the country's lack of adequate cold storage facilities and refrigerated transport, according to a study by Emerson Climate Technologies India.

Too Many Intermediaries

Farm produce passes through many hands before it reaches the consumer

Consequences Of Layered Intermediation

Large difference in retail and wholesale prices

Farmers get low price for their produce

Consumers pay a high price, particularly for fruits and vegetables

A large chunk of consumer price goes to intermediaries

What Is The Key Issue

Current regulation largely responsible for inefficient intermediation

APMC Act forces farmers to bring their produce to designated markets

They can sell their produce to registered intermediaries

Finmin estimates APMC Act pushes up prices of vegetables in Delhi's Azadpur Mandi by

12-16%

There Have Been Some Reforms

Many states have adopted model APMC Act

Still there is wide variation in practices

True direct selling by farmers to consumers not allowed in most states

Finmin Has A New Plan

Allow farmers to sell directly to interested consumers

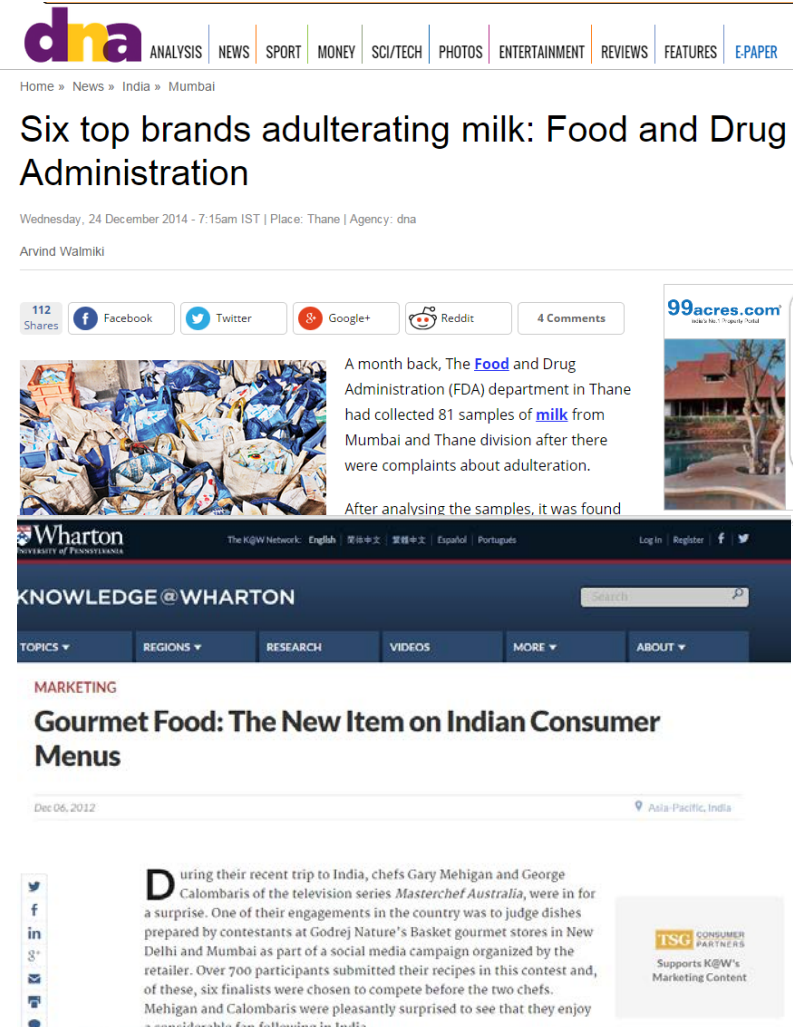
Platform can be provided within APMC law

Next government can decide on the plan

Problem statement – Demand Side

Consumers

- ‘Can I trust someone to provide me with **good food where quality is ensured?**’
- ‘Is there someone who can provide me with **a wide range of Fresh gourmet / organic food**’



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Six top brands adulterating milk: Food and Drug Administration

Wednesday, 24 December 2014 - 7:15am IST | Place: Thane | Agency: dna

Arvind Walmiki

112 Shares Facebook Twitter Google+ Reddit 4 Comments

A month back, The **Food** and Drug Administration (FDA) department in Thane had collected 81 samples of **milk** from Mumbai and Thane division after there were complaints about adulteration.

After analysing the samples, it was found

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Gourmet Food: The New Item on Indian Consumer Menus

Dec 06, 2012 Asia-Pacific, India

During their recent trip to India, chefs Gary Mehigan and George Calombaris of the television series *Masterchef Australia*, were in for a surprise. One of their engagements in the country was to judge dishes prepared by contestants at Godrej Nature's Basket gourmet stores in New Delhi and Mumbai as part of a social media campaign organized by the retailer. Over 700 participants submitted their recipes in this contest and, of these, six finalists were chosen to compete before the two chefs. Mehigan and Calombaris were pleasantly surprised to see that they enjoy a considerable fan following in India.

TSG CONSUMER PARTNERS Supports K@W's Marketing Content

Big Trends we are betting on

Changing food habits

- A move towards healthier and more natural food choices
 - Preservative-free
 - more nutritional / calorie-counted
- Increasing interest in gourmet and organic food

Mobile tech-enabled supply chains

- For consumers to discover, access and order groceries and other food products online
- For producers to make their produce accessible and discoverable
- To enable efficient food supply chain systems

Solving the problem – Rapidly and Sustainably

Farm-to-Kitchen with limited capex and supply chain disintermediation

