



HARVEST DIRECT

Company Overview

Harvest Direct is building a full-stack food supply chain company for India's hospitality sector. We own the inventory, manage warehousing and logistics, and deliver fresh produce and essentials directly to restaurants, hotels, and cloud kitchens. Starting in Mumbai, we aim to become the Sysco of India.

Problem

Restaurants deal with 8–15 vendors daily — chaotic, unreliable, and expensive.

No vendor takes end-to-end responsibility for quality, price, or delivery time.

Fragmented supply chains lead to food waste, high costs, and lost business.

Many vendors

Restaurants work with many vendors daily. This can be chaotic, unreliable, and expensive.

No responsibility

No vendor takes responsibility for quality, price, or delivery time, leading to issues.

Fragmented supply

Fragmented supply chains lead to food waste, high costs, and lost business for restaurants.

Our Solution

One consolidated supplier for all daily kitchen needs: vegetables, meats, groceries, cleaning supplies, and more.

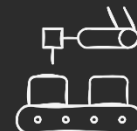
We own and control the supply chain — from sourcing to delivery.

Simple tech interface for placing orders, scheduling deliveries, and tracking shipments.



Wide product range

A single supplier for diverse kitchen needs.



Supply chain control

Owning the supply chain ensures quality control.



Simple tech interface

Easy tech for orders, deliveries, and tracking.

Key Features & Advantages



Owned Inventory

Ensures quality, improves margins, reduces stockouts.



End-to-End Operations

In-house warehouse and managed logistics for efficiency.



Tech-Enabled Ordering

App and web dashboard are currently being developed.



High SKU Coverage

Offers over 20 product categories for daily kitchen needs.



Designed for HoReCa

Compliant with FSSAI/GST, built to facilitate scaling.

Target Market

Market size

The HoReCa industry has a ₹5.5 lakh Cr annual market across metro cities.

Initial focus

The initial focus is on Mumbai Metropolitan Region with 15K+ commercial kitchens.

Primary customers

Primary customers include Restaurants, cloud kitchens, QSRs, bars, and hotels.

Future Objectives

Introduce New Products



Expand to Metro Cities



Capture Market Share



Mumbai Launch

