

Revolutionizing B2B Food Supply in India

A full-stack, tech-enabled distribution platform
for restaurants, hotels, and cloud kitchens.



HARVEST DIRECT

B2B FOOD / KITCHEN EQUIPMENT DISTRIBUTION

Problem

- **Inconsistent product quality and pricing**
- **Fragmented supply chain**
- **Lack of tech-enabled procurement**
- **Multiple vendors, poor transparency**
- **Daily procurement headaches and unreliable delivery timelines**



Solution

- A single-window platform for all kitchen essentials
- Tech-enabled ordering via mobile & web app
- Reliable, daily deliveries
- Standardized quality, competitive pricing
- Full-stack supply chain integration (farm/vendor to kitchen)

Shop by category



Fruits & Vegetables



Dairy



Sauces & Seasoning



Canned & Imported Items



Masala, Salt & Sugar



Chicken & Eggs



Edible Oils



Frozen & Instant Food



Bakery & Chocolates



Pulses



Flours



Beverages & Mixes



Dry Fruits & Nuts



Rice & Rice Products



Seafood



Mutton, Duck & Lamb



Fresh Cut & Peeled



Custom Packaging



Packaging Materials



Cleaning & Consumables



Alcohol & Cigarettes



Shop



My list



Cart



Orders



Account

Tech Stack & Operations Platform

Core Platforms

Mobile & Web Apps	React Native + React.js for browsing, ordering, invoices, tracking.
Admin & Ops Dashboard	For managing orders, dispatch, and supplier communication.

Inventory & Warehouse Management

Inventory Management System	Real-time SKU tracking, shelf life, procurement.
Warehouse Management System	Barcode scanning, cold chain, storage.

Delivery

Delivery Management Portal	Tool to manage and track all your deliveries in one place.
Delivery Routing & Logistics	Planning and moving goods in the fastest, smartest way.

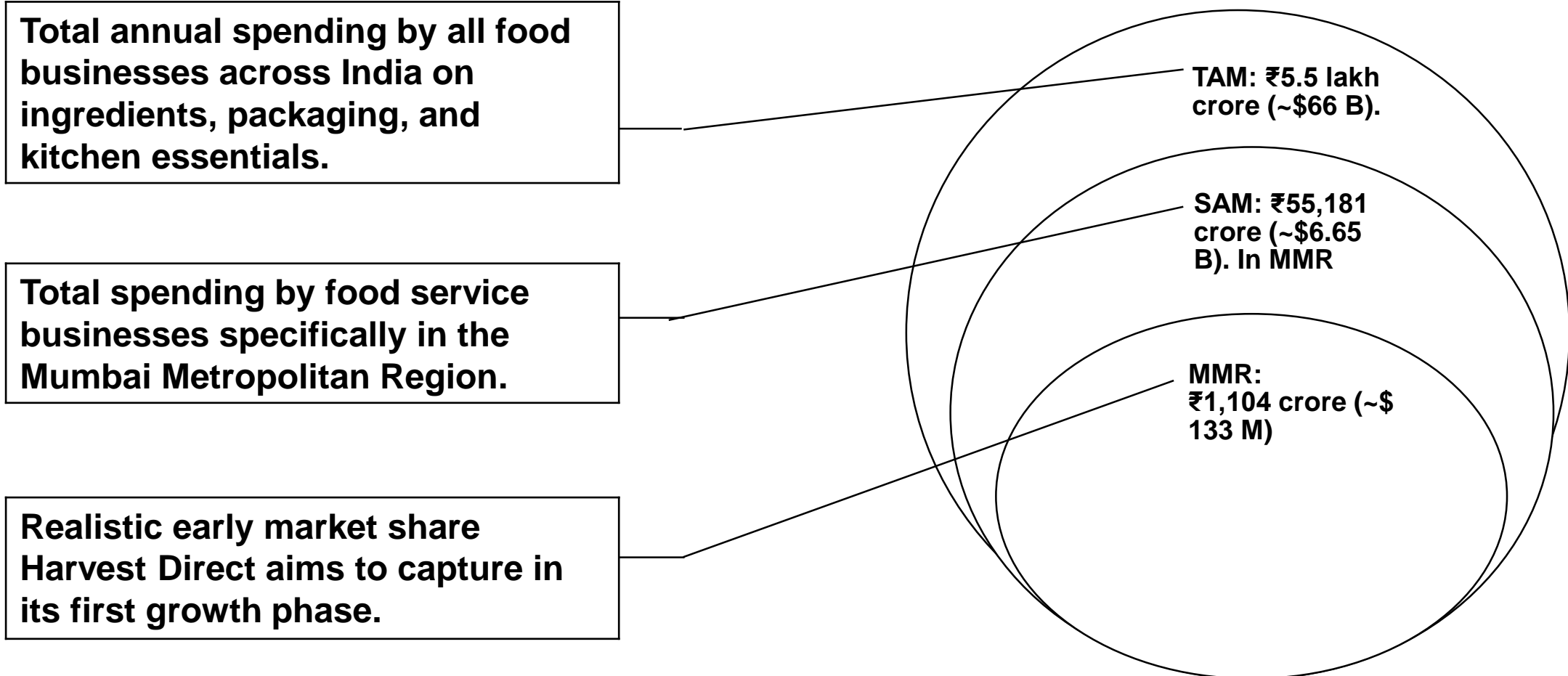
Why Now

- **Rise of cloud kitchens & QSRs across urban India**
- **Digitization of F&B and procurement operations**
- **Success of models like Hyperpure (India)**
- **Fragmented but high-potential supply chain ripe for disruption**




India's Foodservice Market Growth
(2024–2030) (USD Billion)



Market Size



Competition

Feature	 HARVEST DIRECT	 hyperpure BY ZOMATO	 METRO Wholesale	LOCAL VENDORS
Tech-enabled Ordering	Yes	Yes	Partial	No
Farm-to-Kitchen Integration	Yes	Yes	No	No
Single-Window Platform	Yes	Yes	No	No
Real-Time Tracking/Analytics	Yes	Yes	No	No
Consistent Quality/Pricing	Yes	Partial	Yes	No
Transparent Delivery Timelines	Yes	Partial	Yes	No
Reliability	High	Medium	Medium	Low

Product

- **Web & mobile platform (React Native + React.js)**
- **Live order tracking, invoices, procurement analytics**
- **Multi-category product listing: 21 categories**

Roadmap

- **Phase 1: MVP launch (MMR, 21 categories, 30+ customers onboarded)**
- **Phase 2: City expansion + direct farm procurement**



Business Model

- **B2B Supply (per order margin 12-25%)**
- **No subscription fee, pure markup model**
- **Category-wise pricing engine**
- **In-app ordering, volume-based discounting**

Sales & Distribution

- **On-ground B2B sales team**
- **Onboarding restaurants via direct visits**
- **Inside sales for repeat orders**



Team

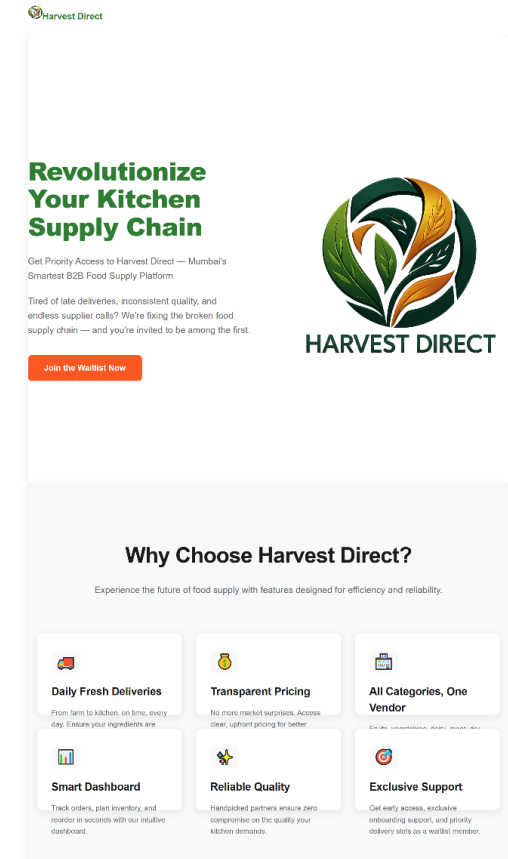
- **Tech-first founder with a BCA background and strong grasp of food supply chain operations**
- **Building a full-stack, tech-enabled B2B distribution platform for restaurants and cloud kitchens**
- **Leading strategy, vendor partnerships, GTM, and in-house product development (React Native & React.js)**
- **Currently focused on customer onboarding across the Mumbai Metropolitan Regiona**



Darshan Dhakan
Founder & CEO, Harvest Direct

Financials

- **Pre-revenue, 30+ customers onboarded to waitlist and actively adding more through in-person meetings across Mumbai.**
- **Forecast: ₹12 Cr ARR in Year 1 post launch (MMR)**
- **Break-even at 250 active customers/month**



[harvestdirect waitlist](https://harvestdirect.com/waitlist)

Working Capital & Ask

Initial Capital Requirements (12–18 month runway using full ₹10 Cr)

Tech Development	₹1 Cr (platform, team, dev tools, maintenance)
Warehouse Infrastructure & Rent	₹2 Cr (multi-zone coverage, cold storage, automation setup)
Inventory Float	₹2 Cr (to ensure consistent stock across 21 categories, staggered replenishment)
Logistics & Distribution	₹1 Cr (Porter/3PL contracts, in-house fleet pilots, fuel, route ops)
Team Salaries & Hiring	₹1.5 Cr (tech, ops, sales, admin, hiring ramp-up)
Branding, Sales & Marketing	₹0.5 Cr (digital ads, sales ops, BTL, events, trade collaterals)
Legal, Compliance, Finance	₹0.5 Cr (audits, licenses, legal retainers, insurance)
Miscellaneous	₹1.5 Cr miscellaneous expenses

Thank You

We're building the future of food supply for India's F&B industry.

Let's connect and grow together.

Darshan Dhakan

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