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

The Problem: Supply Chain Headaches

Inconsistent Quality & Pricing

Unreliable product standards and fluctuating costs.

Fragmented Supply Chain

Disjointed network, multiple vendors, poor transparency.

No Tech Procurement

Lack of digital tools for efficient ordering.

Unreliable Deliveries

Daily procurement headaches and uncertain timelines.

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

Our Solution: Harvest Direct

Single-Window Platform

All kitchen essentials via mobile & web app.

Reliable Daily Deliveries

Consistent and on-time service.

Standardised Quality

Competitive pricing, consistent standards.

Full-Stack Integration

Farm/vendor to kitchen supply chain.

Tech Stack & Operations

Core Platforms

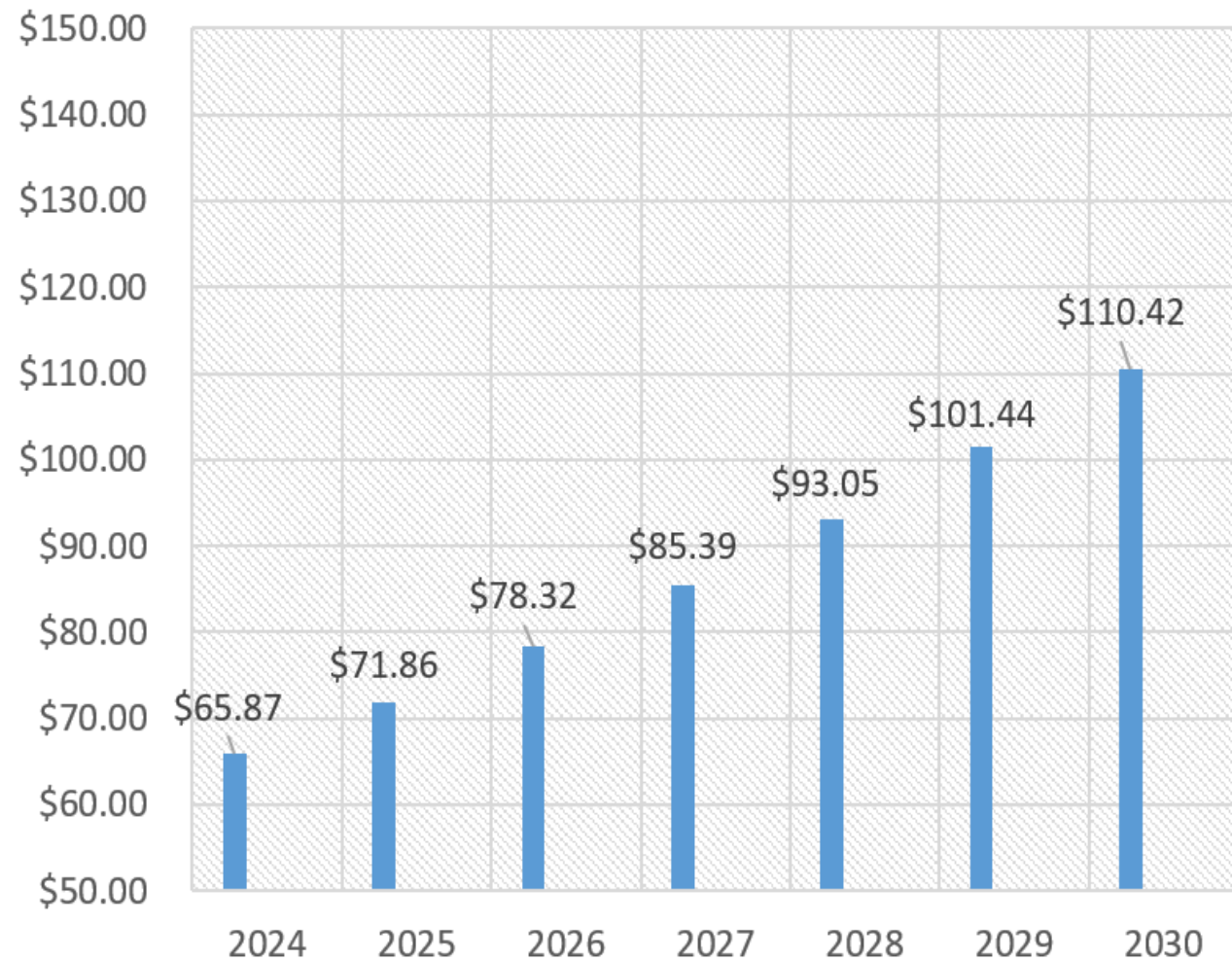- Mobile & Web Apps (React Native + React.js)

- Admin & Ops Dashboard

Inventory & Warehouse

- Real-time SKU tracking

- Barcode scanning, cold chain

Vendor & Delivery

- Vendor Management Portal

- Live tracking, optimised routes

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

Why Now? Market Opportunity

1 **Rise of Cloud Kitchens & QSRs**

Growing demand across urban India.

2 **Digitisation of F&B**

Increasing adoption of tech in procurement.

3 **Proven Models**

Success of Hyperpure (India) validates market.

4 **Fragmented Supply Chain**

High-potential for disruption.

Market Size

- TAM: ₹5.5 lakh crore ($66 B)
- SAM: ₹55,181 crore ($6.65 B)
- SOM (MMR): ₹1,104 crore ($133 M)

Local Vendors

Competition

- Inconsistent quality/pricing
- Fragmented supply chain
- Lack of tech procurement
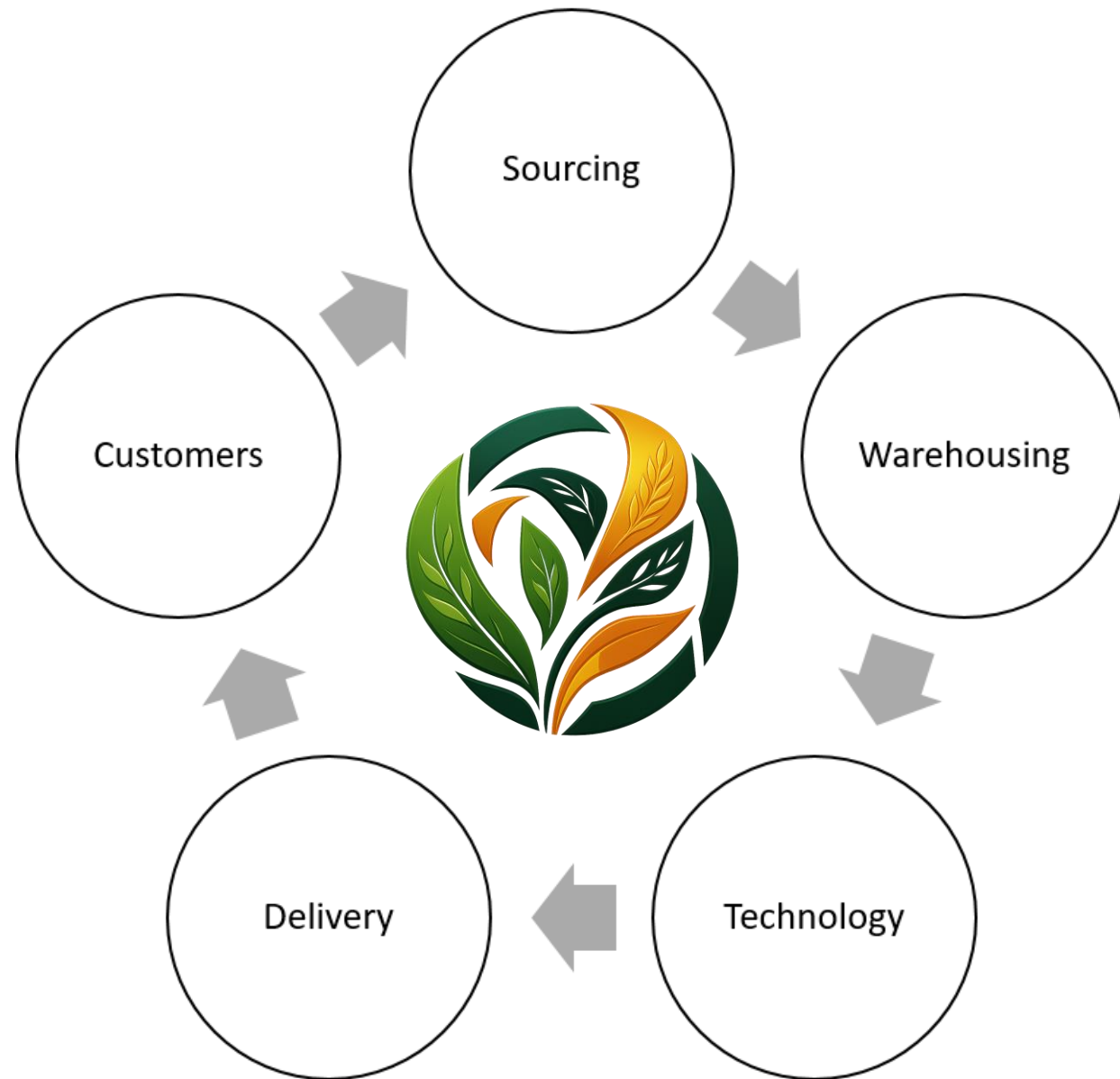- Unreliable deliveries

Product & Roadmap

Product Features

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

Roadmap

- Phase 1: MVP launch (MMR, 21 categories, 30+ customers)

- Phase 2: City expansion + direct farm procurement

Business Model & Sales

Business Model

- B2B Supply (12-25% margin)
- No subscription fee, pure markup
- Category-wise pricing engine
- In-app ordering, volume discounts

Sales & Distribution

- On-ground B2B sales team
- Direct visits for onboarding
- Inside sales for repeat orders

Team & Financials

Our Team

Tech-first founder, Darshan Dhakan, leading strategy, vendor partnerships, and product development.

Financial Outlook

- Pre-revenue, 30+ customers on waitlist
- Forecast: ₹12 Cr ARR in Year 1 (MMR)
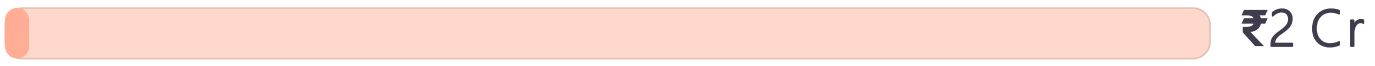- Break-even at 250 active customers/month

Working Capital & Ask

₹1 Cr

Tech Development

₹2 Cr

Warehouse Infrastructure

₹2 Cr

Inventory Float

₹1 Cr

Logistics & Distribution

₹1.5 Cr

Team Salaries & Hiring

₹0.5 Cr

Branding & Marketing

₹0.5 Cr

Legal & Compliance

₹1.5 Cr

Miscellaneous

Total Initial Capital: ₹20 Cr for 12-18 month runway.