

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

Team

Name	Role	Background & Expertise
Darshan D.	Founder & CEO	Tech-first founder, leading strategy, vendor partnerships, and product development.
(Confidential)	Senior Sourcing Partner	Connects with 4,000+ farmers deep expertise in sourcing and supply chain.
(Confidential)	Culinary Advisor	Brings culinary innovation and leads ready-to-heat product R&D.

The Problem

Fragmented Supply Chain

Restaurants and hotels rely on 8 - 10 fragmented local suppliers.

Inconsistent Quality & Pricing

Unreliable product standards and fluctuating costs.

Limited Tech Adoption

Limited technology adoption and lack of real-time visibility

Unreliable Deliveries

Daily procurement headaches and uncertain timelines.



Our Solution: Harvest Direct

Single-Window Platform

Delivering farm-fresh produce and 21+ kitchen essentials.

Quality Assurance

Competitive pricing, consistent standards.

Tech Enabled Supply Chain

Reliable supply chain with live order tracking.

Rapid Delivery

Next-day routine, 3-hour express for urgent needs.



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

Tech Stack

Full-Stack Supply Chain Tech	<ul style="list-style-type: none">• Centralized ERP System Central hub for inventory, orders, and procurement• Demand Forecasting Optimizes sourcing, reduces waste
Integrated Warehouse & Logistics Systems	<ul style="list-style-type: none">• Warehouse Management (WMS) for real-time tracking, FIFO-based movement• IoT-based cold chain monitoring to maintain temperature & freshness• Fleet optimization algorithms for last-mile delivery efficiency
Restaurant-Facing Platform	<ul style="list-style-type: none">• Seamless ordering via Harvest Direct App or Web• Live tracking, credit facility, and invoicing integrations
Delivery Partner App (Hybrid Fleet Model)	<ul style="list-style-type: none">• Own fleet: company-employed driver• Gig-based fleet: third-party logistics & freelancers

Business Model

Who We Serve

Restaurants, Hotels, Cafes
Institutional Kitchens &
Any B2B Food Buyer with
FSSAI License and GST

How Orders Are Placed

- Easy ordering via app/website
- Minimum order: ₹2,500

What We Offer

20+ categories: fruits,
veggies, dairy, proteins,
groceries, packaging,
cleaning supplies

How We Source

- Directly from 4,000+ farmers & trusted manufacturers
- Fair pricing and quality assurance

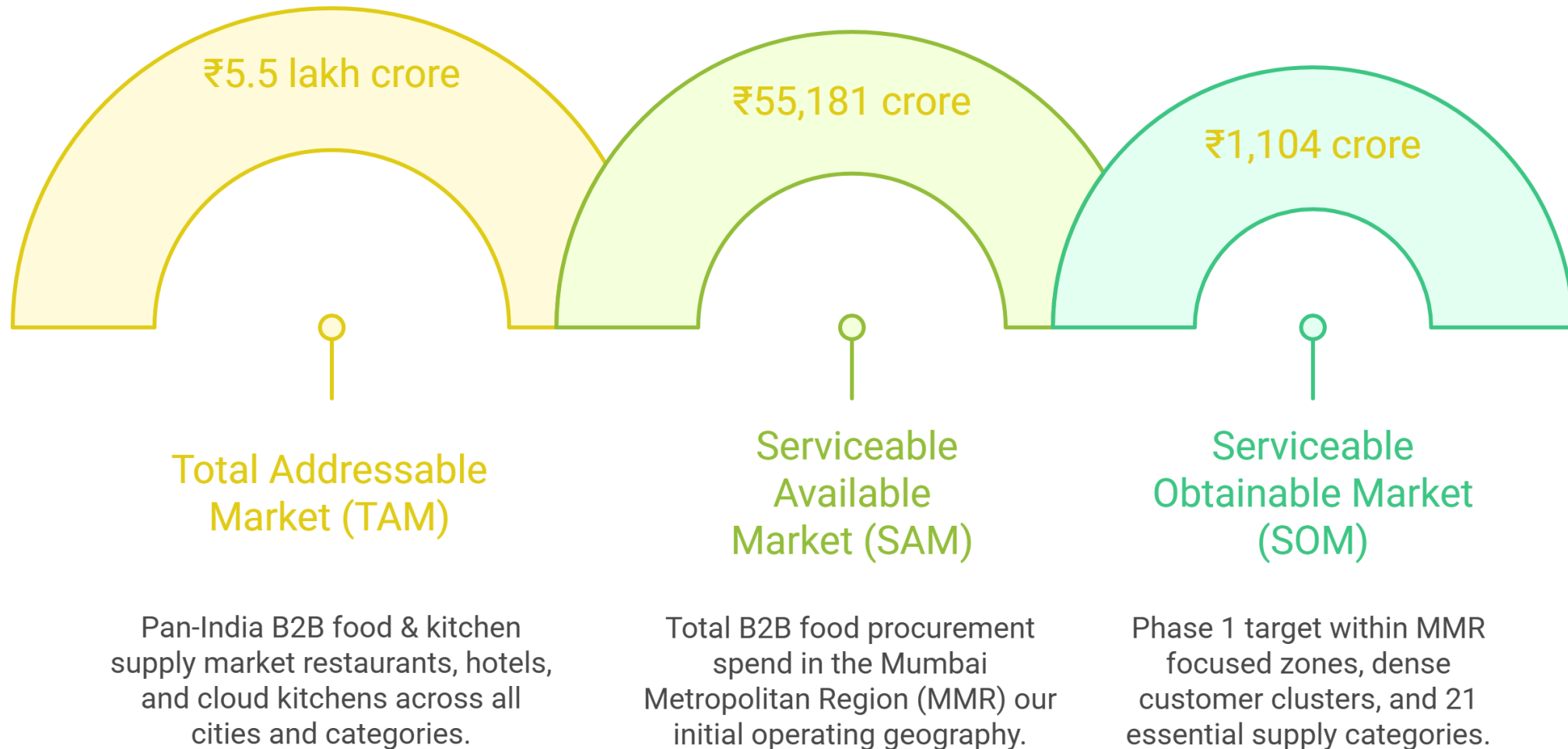
How Delivery Works

- Hybrid logistics: own fleet + gig drivers
- Two speeds: next-day or 3-hour express

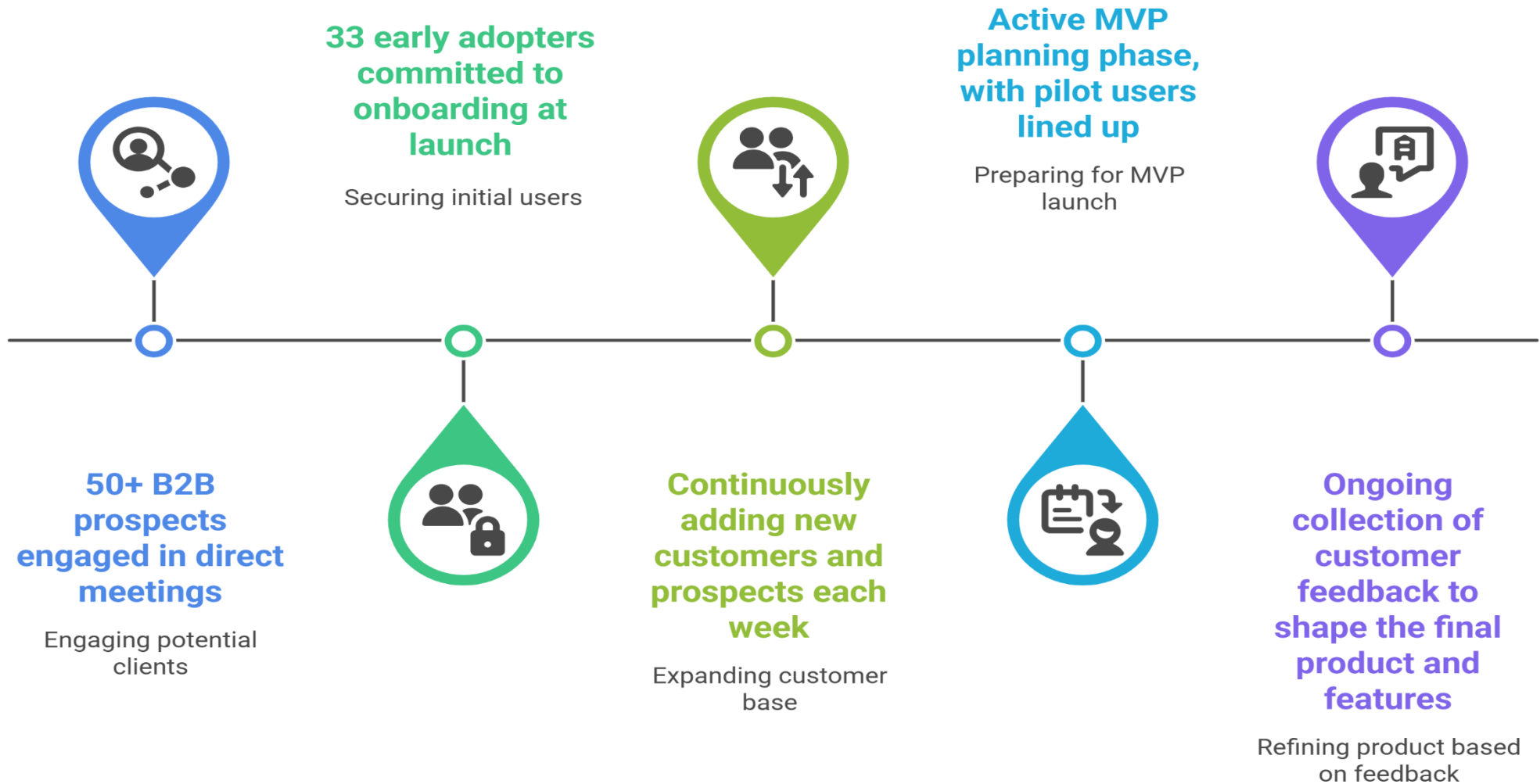
How We Make Money

- Product markups: 8–20% by category
- Higher volumes, better margins




Market Size



Current Traction



Competitive Landscape

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	No	Yes	No
Transparent Delivery Timelines	Yes	Partial	Yes	No
Reliability	High	Medium	Medium	Low

Financials Projections

Year	Active Customers	Avg. Order Value/month (₹)	Monthly GMV (₹ Cr)	Annual GMV (₹ Cr)	Gross Margin %	Gross Profit (₹ Cr)	Net Profit (₹ Cr)
1	500	50,000	2.50	30.00	12.0	3.60	-5.00
2	1,500	57,499	8.62	103.50	12.5	12.94	-2.50
3	3,000	66,123	19.84	238.04	13.0	30.95	2.90
4	5,000	76,041	38.02	456.25	14.0	63.87	14.30
5	8,000	87,447	69.96	839.49	14.0	117.53	36.20

- AOV grows 15% yearly as category and client value rise.
- Gross margin improves with scale and private label launches.
- Net profit turns positive from Year 3 as efficiency increases.
- Alcohol sales excluded until Year 2 due to licenses/capital need.

Funding Needs & Use of Funds

We are raising ₹36 crore to secure a 24-month operational runway, fully funding team expansion, inventory, infrastructure, and growth initiatives for Harvest Direct.

Category	Description	Amount (₹ Cr)
Team Salaries & Benefits	All roles: sales, tech, warehouse, drivers, admin, mgmt	16
Inventory Working Capital	Product stock buffer for growth & seasonality	6.13
Warehouse & Operations	Rent (20k sq.ft.), utilities, maintenance, security	1.2
Technology & IT	Servers, cloud, software, equipment, licenses	0.75
Fleet & Logistics	Tempos (one-time), fuel, repairs, gig delivery support	1.2
Cold Chain & Storage Infra	Freezers, cold rooms, racking, material handling	1.1
Packaging & Consumables	Cartons, crates, ice packs, uniforms, POS forms	0.25
Sales & Marketing	On-ground, digital, referral incentives, events	2
Legal, Compliance, Licenses	All mandatory registrations, certificates, contracts	0.3
Setup & Launch Costs	Initial infra, go-to-market, demo, office setup	0.8
Admin & Overheads	Office rent, admin supplies, insurance, misc.	0.8
Contingency Buffer	Risk reserve for unforeseen needs (approx. 20%)	5.47

Thank You

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

Let's connect and grow together.

Darshan Soni

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