

Zappfresh partners with Heifer Impact to boost Odisha poultry farmers' sales

With a promise of freshness and hygiene, Zappfresh, an omni-channel meat brand, focuses on providing fresh meat and ready-to-cook/eat products. Zappfresh ensures that its customers get healthy, hassle-free meaty goodness. The brand's mission is to continually raise the bar for Indian consumers to enjoy fresh, high-quality meat. Currently, Zappfresh operates under two models, brick-and-mortar B2B stores and an online D2C model.

Fulfilling its Corporate Social Responsibility (CSR), Zappfresh has actively engaged in the social cause of supporting smallholder women farmers in Odisha and is exploring opportunities to integrate them into its supply chain. Recently, Zappfresh procured over 1,000 kilograms of high-quality country chicken from two cooperatives, recognising and rewarding them for their adherence to biosecurity measures and good farm management practices. Heifer Impact Capital, the impact investment arm of Heifer International, has partnered with Zappfresh to develop a premium product line

focused on backyard poultry in the country. Backyard poultry, traditionally raised by smallholder women farmers, plays a key role in contributing to both income generation and household nutrition.

Zappfresh, founded by Deepanshu Manchanda in 2003, is the only profitable direct-to-consumer (D2C) startup in India and has emerged as one of the country's most successful. The brand's journey from a small operation to a major player in the booming omni-channel meat market is a testament to the vision and perseverance of its founder.

Before founding Zappfresh, Manchanda held various leadership roles at companies like Mohikwik and Frito Lay, where he honed his skills in business development, marketing and strategy. His diverse background and ability to adapt to different industries have been crucial in navigating the challenges of building a startup from the ground up.

Zappfresh's success can be attributed to its innovative

business model and focus on quality. The startup works directly with farmers and vendors to ensure that the meat it sources is of the highest quality, free from chemicals and preservatives. This commitment to freshness and transparency has resonated with health-conscious consumers in Delhi-NCR, Bengaluru and Mumbai, where Zappfresh currently operates.

Zappfresh's acquisition of Bengaluru-based Dr. Meat aligns perfectly with its growth strategy and its vision for maintaining an omni-channel presence in Bengaluru. Zappfresh's sales doubled within a year, and the business expanded in the station category in both the B2B and D2C segments.

As part of its pan India expansion, Zappfresh has also entered the Mumbai market. It recently acquired Mumbai-based Bonaroo (Majestic Aliments India Pvt Ltd), a company specialising in poultry, goat and seafood online delivery. Zappfresh acquired Bonaroo's entire operations



Deepanshu Manchanda
Founder & CEO, Zappfresh

and business, including all its assets, to strengthen its presence in the western region.

Zappfresh has filed for an initial public offering (IPO) and is looking to expand its footprint both in India and globally. The company also plans to introduce new product lines, targeting a three-to-four-fold growth over the next three years.

"We are committed to building a productive backyard poultry (BYP) model that addresses the unique needs and aspirations of smallholder women farmers in Odisha. By equipping these women with the right tools, resources and market connections, we enable them to expand their flocks with essential biosecurity measures. Our technical partnership with Zappfresh opens new market opportunities, ensuring that this model is both scalable and impactful for rural communities," said Rina Soni, Executive Director, Passing Gifts, a subsidiary of Heifer International.



Over 1000 kg chicken procured by Zappfresh from smallholder women farmers of Odisha.

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www.zappfresh.com

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