



# Get closer to nature

## and reduce your carbon footprint for a greener and healthier tomorrow

iD Fresh Food adds tender coconut and fresh grated coconut to its product portfolio

With the New Year Resolution - get closer to nature, reduce your carbon footprint- iD Fresh Food , a Bangalore based food product company has started in 2020 with the launch of iD Smart Sip Tender Coconut and iD Grated Coconut in a Coconut, marking India's largest fresh food brand's maiden effort in finding sustainable packaging solutions for a greener and healthier tomorrow. And what better products than tender coconut and grated coconut – that too in their natural packaging – is better to drive home the new year resolution.


The company has sought to reduce the weight of the coconut to 400-500 gram by removing the husk. Priced at Rs.60 a piece, the tender coconut can be opened by just a hard-press on the slit provided on top. Mounted atop cardboard, it comes with information on water content, pulp, sweetness level and edible quantity. Similarly, grated coconut is packed in the coconut shell itself with a soft opening on top, and can be emptied easily in to a vessel.

With Know Your Coconut as its core message, iD Fresh's Smart Sip Tender Coconut empower customers with valuable information without opening the coconut, offering them a choice to purchase on the basis of their need. The Tender coconuts are priced based on the edible content and sweetness level.

iD Fresh offers consumers not just convenience, but also a healthier alternative to chemically preserved frozen or desiccated coconut that is currently available in the market. Musthafa PC, CEO and co-founder of iD Fresh Food

Fresh, moist & juicy grated coconut is packed in the coconut itself. The coconut shell keeps the grated coconut tender & fresh. iD Tender Coconut package indicates the volume of coconut water & soft pulp contained inside along with the sweetness level of the water.





## Value Addition

**In the next phase of the launch, iD Fresh will be empowering the street hawkers selling tender coconut by helping them set up a hygienic cart with a cooler, giving fair price margins and even collecting the waste from them at the end of the day.**

affirms that their vision for 2020 is to go green. As a consumer-centric company committed to preserving the tradition of Indian cooking with healthy and fresh ingredients, the company is constantly looking for ways to reduce the use of plastic in product packaging. With the Smart Sip Tender Coconut and Grated Coconut in a Coconut, they have taken baby steps towards a gradual reduction of plastic waste. Last year, when iD Fresh Organic was launched, the consumers were assured their best to find more environment-friendly and sustainable solutions. By 2022, iD Fresh aims to capture 60-70 percent of the organised packaged coconut market share.

Initially the company plans to make available, iD Smart Sip Tender Coconut and iD Grated Coconut in a Coconut at retail outlets as well as at iD Kiosks where consumers can experience the taste, freshness and quality of the products before making the purchase. In the next phase of the launch, iD fresh will be empowering the street hawkers

selling tender coconut by helping them set up a hygienic cart with a cooler, giving fair price margins and even collecting the waste from them at the end of the day.

With increased awareness on health and rising consumer preferences towards natural and healthy food and beverages, Musthafa, is well aware of the huge opportunities of the coconut industry in India. Initially the products will be introduced in Bengaluru, followed by other key markets including Kerala, Tamil Nadu and Andhra Pradesh, among others. A revenue of INR 100 crore from both the coconut products is expected by the iD fresh in the ensuing three years.

Since iD Fresh's inception in 2005, the company has consistently offered customers easy-to-cook, preservative-free and traditional Indian foods. Similarly the grated coconut offers customers a healthier and eco-friendly alternative to frozen grated coconut and frozen desiccated grated coconut. The tender coconut promises not just health benefits, but also greater transparency in terms of

product volume, sweetness and the like. iD Fresh believes that these unique products will have a strong consumer resonance as they are brought out with a valuable offering vis-à-vis quality, convenience and natural packaging.

Started in 2005, as a small establishment in Bangalore, iD Fresh Food has come a long way and set several milestones along the way. The company has presence in 45 + cities across India, US and UAE, with a team of more than 1500+ employees. The company provides 55,000 kgs of Idly/Dosa batter per day, with other products like Parotas, Vada batter, Chapati and paneer among others to more than 30,000 retail outlets.

The company has been awarded certifications from the Agricultural and Processed Food Products Export Development Authority (APEDA), National Programme for Organic Production (NPOP), United States Department of Agriculture (USDA) and Jaivik Bharat, under the Food Safety and Standards Authority of India (FSSAI).



### iD Fresh Grated coconut



Press your thumbs on the side of the cork and push upwards for freshly grated coconut.



Replace cork tightly after use & store in the refrigerator.

### The Company

ID Fresh foods is a private limited food product company based in Bangalore, India founded in 2005 by P.C Mustafa and his four cousins - Abdul Nazer, Shamsudeen TK, Jafar TK, and Noushad TA. The company is manufacturing a range of fresh foods including Idly/Dosa Batter, Parotas, chapatis, curd, paneer. Tender Coconut and Grated Coconut

The company was established with the capital of Rs 50000 by Mustafa and initially supplied ten packets of one-kilogram batter to 20 stores in Bengaluru under the brand name 'ID'(Idly, Dosa) – operating from a 550 square feet space with two grinders, a mixer, and a sealing machine. As the demand for their product increased, the company started making 2000 Kg of batter daily. And also, the number of stores partnered with them was increased to 300

In 2014, ID Fresh foods raised Rs 35 crore in the first round of

funding from Helion Venture Partners. In 2016, ID Fresh foods manufacturing around 50,000 kg of batter daily from their units across the country and one in Dubai, which is converted into a million idlis. ID Fresh Foods has established itself as one of the major leaders of ready to cook package foods in 2018 with a primarily South Indian taste. By 2018, 46% of the ID Fresh food's business came from the idli/dosa batter. Malabar Parotas: by 2018, 32% of the ID Fresh food's business was from the parota's, by 2018, 14% of the business came from the chapati's. It was in 2019, iD Fresh ventured into the non-alcoholic beverage space with ready-to-use South Indian filter coffee decoction. The Bengaluru-based brand provides 65000 kgs of idly/dosa batter per day, alongside ready-to-eat products like parotas, vada batter, chapati and paneer to over 30000 retail outlets. The debt-free company is funded by Azim Premji-led Premji Invest and Helion Venture Partners. ■

### iD Fresh Tender coconut



For water, peel the sticker and pierce with straw.



For pulp, use thumb or spoon on the groove.



Consume immediately and grow a plant in the empty shell.