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Plant-based protein brand Greenest Foods raises pre-seed funding

To expand team, product portfolio and distribution footprint

By **Manbeena Chawla** | September 1, 2022

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New Delhi-based plant protein startup Greenest Foods has announced pre-seed funding from Asia’s leading alt protein VC, Better Bite Ventures, and India’s Food & Agri industry veteran, Sachid Madan.

Greenest Foods, known for its Indianised and affordable range of plant protein products, is the country’s first to have executed an array of B2B partnerships with leading food service players like Burgrill, Wat a Burger, Chocolate Room, Biggies Burger, Freshmenu, Eatfit et al. Its restaurant partnerships currently cover around 200 stores with plans for rapid expansion with the fresh infusion. Last year, the startup made waves when it launched the country’s first plant based meat burger, The Green Meat Pounder, under collaboration with Burgrill across all locations of the Burger major.

"With this round, we are looking forward to expanding our team, product line up and distribution footprint to maintain our position as the most superior and cost effective plant based alternative product on the Indian market. This funding moves us a step closer to helping build a more equitable food system where we have smarter and more sustainable ways to satiate human needs rather than have animals on our plates”, said Gaurav Sharma, Founder & CEO, Greenest Foods.

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