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Fresh From Farm raises $2 million in pre-series A

The allocated funds will be utilised for team expansion, tech enhancement, and to introduction of new product lines

By **Shraddha Warde** | May 2, 2024


Fresh From Farm
fresh fruits from farm to family
EULER
HILOAD EV
ELECTRIC
Independent
APPLES
PREMIUM MANGO

Rohit Nagdewani, Founder, Fresh From Far

> WordPress post #31584

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Fresh From Farm, a B2B2C platform for consolidating fresh fruit demand, has successfully raised $2 million in a Pre-Series A round with participation from Inflection Point Ventures. Ashish Kacholia, a seasoned investor in the public market, is spearheading this investment. Fresh From Farm takes charge of retailers' operations, overseeing procurement, handling, sorting, and distribution, enabling them to focus solely on driving sales.

The allocated funds will be utilised for team expansion, tech enhancement, and to introduction of new product lines. This collectively aligns with Fresh From Farm’s growth strategy, positioning them for continued success and expansion in the marketplace.

Fresh From Farm is a leading online platform revolutionising how fresh produce is sourced and delivered. With a commitment to quality and convenience, Fresh From Farm (F3) uses a proprietary tech interface to predict and create a demand-supply equilibrium to minimise the wastage of fresh produce. F3, with its unique business model, converts fruit vendors into mini-franchises and sources, grades and handles fruit for them allowing them to focus on only sales. Rohit Nagdewani the founder of Fresh From Farm, has the experience of founding 2 other ventures in the past.

Fresh From Farm revolutionises the operational landscape for fresh fruit retailers by providing a comprehensive solution. Their diverse Stock Keeping Unit basket encompasses over 15 premium products, delivered directly to the retailers’ doorsteps each morning. This innovative approach saves valuable time and energy and eliminates retailers' need to make daily trips to the nearest Agricultural Produce Market Committee, resulting in significant cost savings.

Read online: https://nuffoodsspectrum.in/news/29/21032/fresh-from-farm-raises-2-million-in-pre-series-a.html
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