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Origin Fresh raises $1Mn in pre-seed round led by Aeravti Ventures

The company aims to become an omnichannel brand in the fresh produce consumer category with an e-commerce platform

By **Shraddha Warde** | January 31, 2025



From left to right , Sidharth, Vikram and Prashanth Vasan (1)

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Bangalore’s premium fresh produce brand, Origin Fresh, has secured $1 Million in pre-seed funding, led by Aeravti Ventures. The round also featured strategic investments from a group of Ultra HNIs. These funds will drive the expansion of Origin Fresh’s delivery network and support the development of cutting-edge infrastructure. The company aims to become an omnichannel brand in the fresh produce consumer category with an e-commerce platform, while also expanding its reach through 200 supermarkets across Bangalore and Chennai by next year.

With its bold motto, Fresh or Nothing, the platform delivers farm-fresh, untouched produce directly to customers' doorsteps, eliminating middlemen to offer unbeatable prices and uncompromising quality. 12 hours from farm to home is the promise of this brand. The journey of Origin Fresh began with a vision inspired by personal experiences abroad. After spending several years in countries where the variety and freshness of produce were unparalleled, the founders recognised a gap in India’s market, where convenience often took precedence over quality. Origin Fresh is committed to encouraging consumers to prioritise freshness and quality over speed, fostering a thoughtful approach to meal planning and healthy living. By delivering farm-fresh, high-quality produce, the brand aims to enhance culinary experiences and promote overall well-being, inspiring a movement that celebrates the richness and nourishment of fresh produce.

Prashanth Vasan, Co-Founder and CEO of Origin Fresh said, "We are excited to welcome our investors who believe in our vision to revolutionise the fresh produce market. When others trust in your vision, it instils a greater sense of responsibility to achieve the goals you've set. This collaborative approach enhances our ability to reach our objectives effectively and thoughtfully."

Read online: https://nuffoodsspectrum.in/news/29/21975/origin-fresh-raises-1mn-in-pre-seed-round-led-by-aeravti-ventures.html
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