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iD Fresh Food expands breakfast portfolio, launches preservative-free pancake batter

The iD Pancake Batter will first be available on quick-commerce platforms across Bengaluru, Delhi NCR, Pune, and Maharashtra

By **Sanjiv Das** | November 14, 2025



iD fresh pancake batter

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iD Fresh Food has announced the launch of its latest innovation — iD Pancake Batter, a ready-to-cook, fresh, zero-preservative batter that brings the joy of soft, fluffy pancakes straight to Indian breakfast tables. Designed especially for families and kids, this launch marks iD's entry into the global breakfast space while staying rooted in its clean-label, preservative-free philosophy.

The batter is eggless, free from artificial flavours, and made with real ingredients, aligning with iD's commitment to authenticity and health.

Rajat Diwakar, Chief Executive Officer (India), iD Fresh Food, said,"With iD Pancake Batter, we are extending our commitment to purity and freshness into a breakfast category that has largely relied on dry mixes. As consumer lifestyles evolve, there is a growing demand for products that offer both convenience and credibility and food that is quick to prepare yet uncompromising in quality. This launch is a strategic step in reimagining everyday meals for Indian households, while staying true to iD's promise of clean-label, preservative-free food."

The iD Pancake Batter will first be available on quick-commerce platforms across Bengaluru, Delhi NCR, Pune, and Maharashtra, followed by a phased rollout across modern trade and key retail outlets nationwide.

Adding on the product development journey, Enakshi Dasgupta, Head of New Product Development, iD Fresh Food, shared, "The idea for iD Pancake Batter was born during our 'Transparency' campaign, when children shared their love for experimenting in the kitchen — even asking us to make pancake batters! We wanted to create something that sparks creativity and bonding between parents and kids. The result is a truly fresh-format, eggless, pancake batter made with clean-label, premium ingredients. Designed to deliver the soft, fluffy texture and delicious flavour of homemade pancakes, it brings global breakfast appeal with the simplicity Indian families love — a product that's clean, nutritious, and joyfully convenient."

Read online: https://nuffoodsspectrum.in/news/14/22878/id-fresh-food-expands-breakfast-portfolio-launches-preservative-free-pancake-batter.html

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