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Handpickd enters dairy with preservatives-free promise

Unveils a dual-view app interface

By **Sanjiv Das** | November 25, 2025



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Unveils a dual-view app interface

Handpickd, a fresh commerce startup, has strategically expanded its portfolio by introducing the dairy category. This move directly addresses consumers' widespread concerns around purity and adulteration in the unorganised dairy supply chain, solidifying Handpickd’s commitment to delivering truly fresh, safe, and natural food products.

The expansion follows the company’s recent $15 million Series A funding round in September 2025, demonstrating an accelerated roadmap for growth and product diversification. The company has introduced fresh paneer, white butter, and dahi to its product range, marking a key milestone in its journey toward becoming a one-stop destination for fresh and natural food products. Handpickd is leveraging its proprietary zero-stock model, eliminating the need for dark stores and long storage cycles, to ensure its dairy products meet the uncompromising standards of freshness and purity.

Anant Goel, Founder and CEO, Handpickd said,“The decision to enter dairy is not merely about portfolio expansion but is a strategic move to build trust in a category defined by suspicion. Dairy is a staple that needs to be clean, safe, and preservative-free. Our zero-stock, highly transparent supply chain is designed to control every step from sourcing to delivery, ensuring that our products reach the customer pure and untouched. This is about giving the users access to the purity they deserve.”

Alongside its product expansion, Handpickd has unveiled a new and upgraded version of its app, designed to make grocery shopping more intuitive and personalized. The platform now offers users the flexibility to browse in two distinct views: the innovative Spiral View and the newly introduced Grid View.

“Our technology is built to break down barriers, not create them. The new Dual-View interface means every user, from tech-savvy millennials to older generations, can experience our platform in the way they find most intuitive. Whether through the immersive Spiral View or the familiar, easy-to-browse Grid View, our goal is to consistently digitise the experience of buying 'achchi waali phal-sabzi' that customers trust from the traditional mandi,” added Anant Goel.

Handpicked has a remarkably deep inventory, covering all categories from an extensive range of up to 16 varieties of microgreens (including bok choy and pea shoots); multiple varieties of staples like potatoes (Chipsona and Surya), and brinjals (green long, purple choo-choo).

Furthermore, Handpickd is expanding its prepared offerings with a growing selection of spreads, dips, and dressings. Beyond basic selection, the app offers customization features, like choosing ripeness levels for fruits such as papaya, ensuring every item perfectly matches the customer's needs.

Read online: https://nuffoodsspectrum.in/news/30/22910/handpickd-enters-dairy-with-preservatives-free-promise.html
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