

Founders:Ambika Satapathy and Sadananda Satapathy

Focus Area:Supply Chain & Agriculture Logistics

Key Traction:

- 2.21 Cr Revenue in FY 2023-24
- Directly benefitted 125 farmers
- Serving across 6 States in India
- Women led Startup

About the Company:Zoofresh Foods Pvt Ltd: Revolutionizing the Fresh Meat Industry with FreshR

Zoofresh Foods Pvt Ltd is a trailblazing startup that has transformed the way India sources its fresh meat. Under the visionary leadership of Ambika Satapathy, the company introduced "FreshR," India's first technology-enabled integrated platform for the fresh meat industry.

FreshR serves as a one-stop-shop, streamlining and organizing the vast \$30 billion fresh meat sector in India. With the FreshR mobile app, users can effortlessly browse products, place orders, and witness the entire process from catching to packing to delivery. The company's profound impact extends to its workforce, employing 50 individuals in various roles, contributing to the success story of FreshR.

Photographs:

