



iD Fresh Food is expanding its idli-dosa brew assembly hub in Haryana in an effort to boost its reach across all of India. The light source will enable the organisation to increase its presence in the rapidly expanding Northern area, particularly Delhi-NCR.

Rahul Gandhi, Chief Marketing Officer, iD Fresh Food said, "Delhi-NCR is a fast-growing bazaar for ready-to-cook idli and dosa batter. We accept been mostly accessible via the e-commerce approach in this market. In adjustment to ensure the goods are delivered fresh, its basic to accept the accomplishment accessories afterpiece to the markets. Initially we plan to serve the Delhi bazaar via this hub and we will also aggrandize to added towns in the Northern region."

The new accomplishment ability is actuality set up at Palwal, Haryana and will accept a accommodation to agitate out about 10,000 kg of idli and dosa batter.

This will be the fourth hub in India for the company, " Initially we will focus on bearing idli & dosa brew at this plant. Once the assembly stabilises, we will also begin bearing parotas at this facility" he added

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