

Redefining Global Produce Standards

Bridging the Gap Between World-Class
Growers and the Indian Consumer

The Indian Premium Produce Market is Experiencing Explosive Growth.

₹3.7 Trillion

**INDIA'S FRESH
PRODUCE MARKET**

Projected market size by 2025,
representing a vast and
growing consumer base.

8.5% CAGR

**FOOD GROCERY
SECTOR GROWTH**

Consistent annual growth
driven by increased consumer
spending and urbanisation.

40% ANNUALLY

**QUICK-COMMERCE
DEMAND**

Relentless growth in online
grocery, creating new channels
for premium imports.

Core Insight: A profound consumer shift is underway. Rising disposable incomes and health consciousness are fuelling unprecedented demand for imported 'superfoods' like avocados and berries among urban millennials.

A Vast Market Crippled by **Inefficiency** and **Waste**



Fragmentation & Spoilage

Approximately **30%** of fresh produce in India is lost due to poor post-harvest handling and a broken cold-chain, leading to inconsistent quality and significant value destruction.



Opaque Sourcing

Retailers and consumers struggle to trace fruit origin, creating a significant trust deficit. This is a critical barrier for a health-conscious market demanding provenance and safety.



Logistical Barriers

Inconsistent temperature control from port-to-plate and complex customs procedures create high logistics risk, stifling reliability and preventing timely market access.

The M4 Solution: A Tech-Enabled “Freshness Bridge”



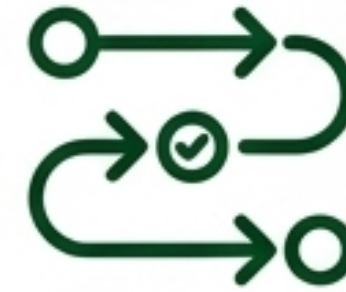
Direct Sourcing & End-to-End Control

We reduce “farm-to-shelf” time by **25%** compared to traditional channels through direct farm partnerships and proprietary logistics protocols.



Absolute Traceability & Quality

We provide full “Farm-to-Fork” monitoring with rigorous FSSAI compliance, ensuring only certified “Class A” produce reaches the market and rebuilding consumer trust.



Logistics Mastery

Our streamlined customs and port-handling protocols ensure absolute reliability and maintain the integrity of the cold chain from global farm to Indian fork.



Our Portfolio: Curated for Premium Markets and High Volume.

Dragon Fruit (from Vietnam)



The Exotic Stars



Hass Avocados (Peru, Mexico, Kenya), Premium Apples (Joly Red, Belgian), Global Favourites (Zespri Kiwi, Egyptian Oranges, Chilean Grapes).

Diversified Staples



Dates & Makhana (Fox Nuts). Catering to the high-margin dry fruit and healthy snacking market.

A Diversified Business Model Built for Scalability and High Margins



Primary Customer Base:

HoReCa (Hotels/Restaurants), Premium Supermarkets, and Large Wholesalers

The Azadpur Advantage: Unparalleled Market Access and Intelligence.



Real-Time Price Discovery:

Our on-the-ground presence allows us to react instantly to market fluctuations, optimising pricing for both suppliers and buyers.

Unmatched Liquidity:

Azadpur Mandi handles thousands of trucks daily. This allows for the immediate liquidation of high-volume, perishable shipments, minimising risk.

Distribution Epicentre:

The hub anchors our pan-India network, with strategic nodes in **Mumbai, Bangalore, and Hyderabad** to serve high-growth metro markets.

Mastering the Cold Chain: Our ‘Zero Waste Philosophy’.



Procurement

Vetting global suppliers against international standards (e.g., GlobalG.A.P.) and FSSAI norms to guarantee quality at the source.



Logistics

End-to-end temperature-monitored transit, from refrigerated containers at Mundra/JNPT ports to our climate-controlled facilities.



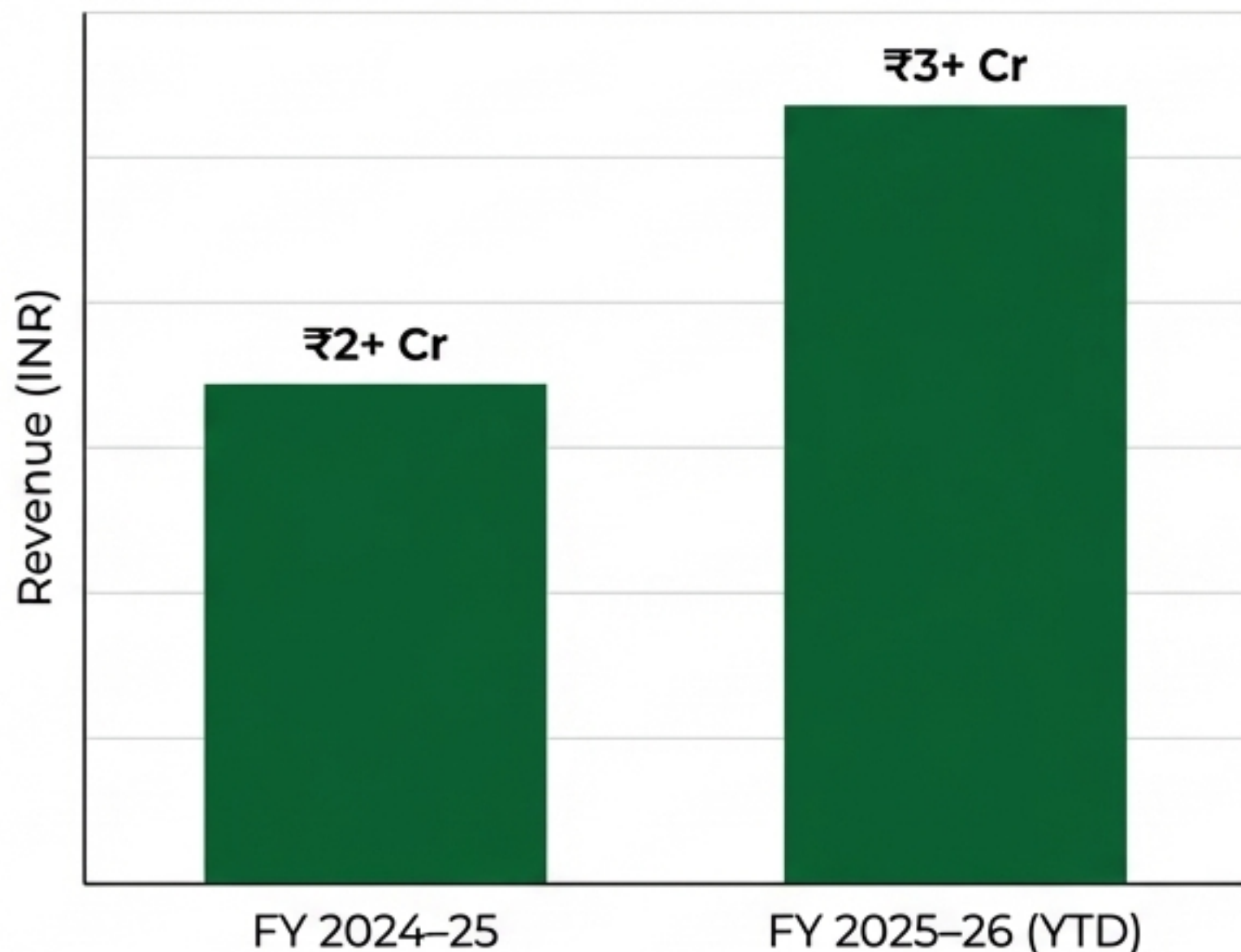
Fulfilment

FSSAI-certified sorting and grading facilities ensure only premium produce is dispatched for same-day distribution to major metros.

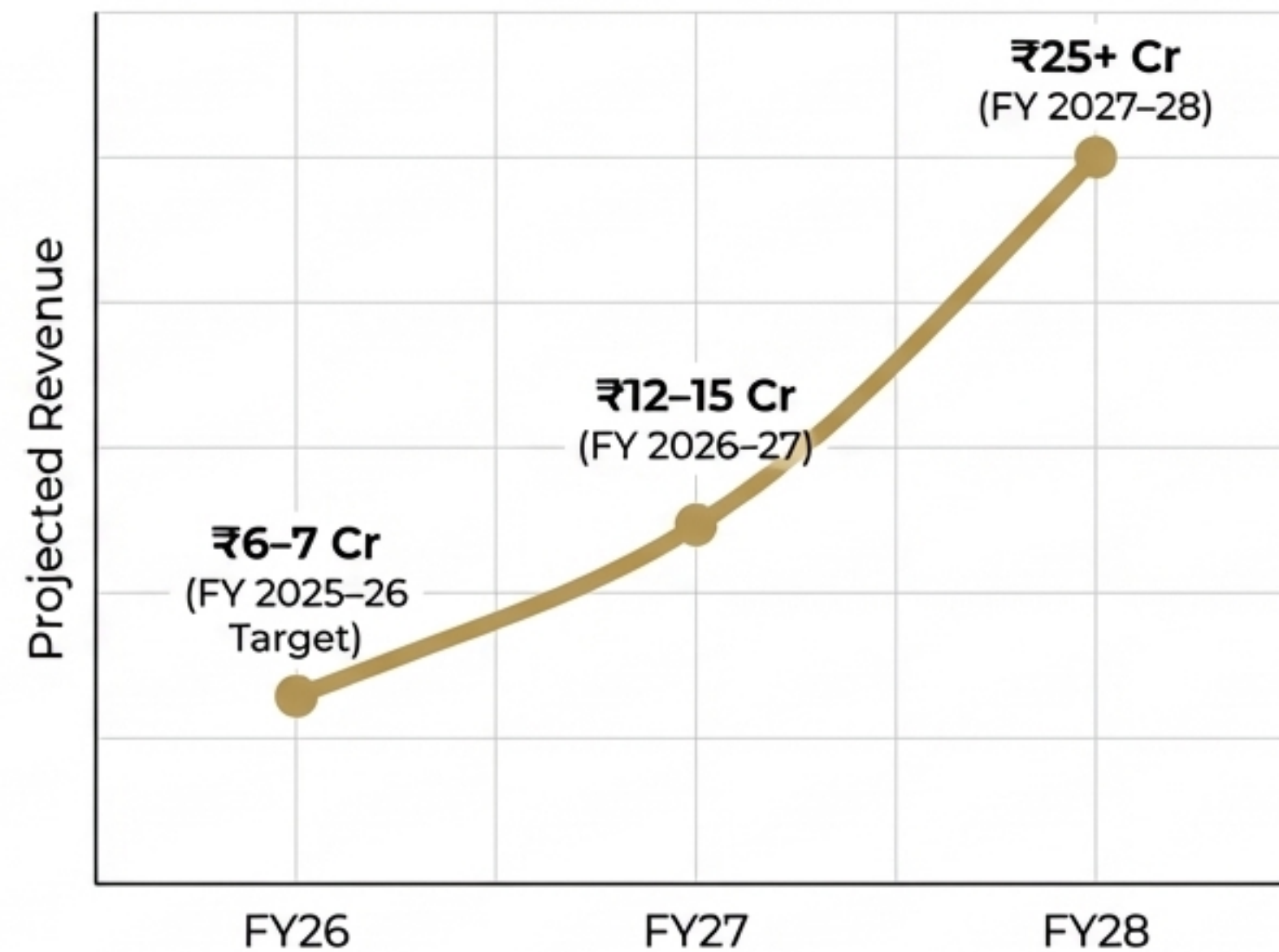
“Every hour saved in transit is a day of shelf-life gained for our partners.”

A Trajectory of Rapid Growth and Clear Future Potential.

Proven Revenue Growth

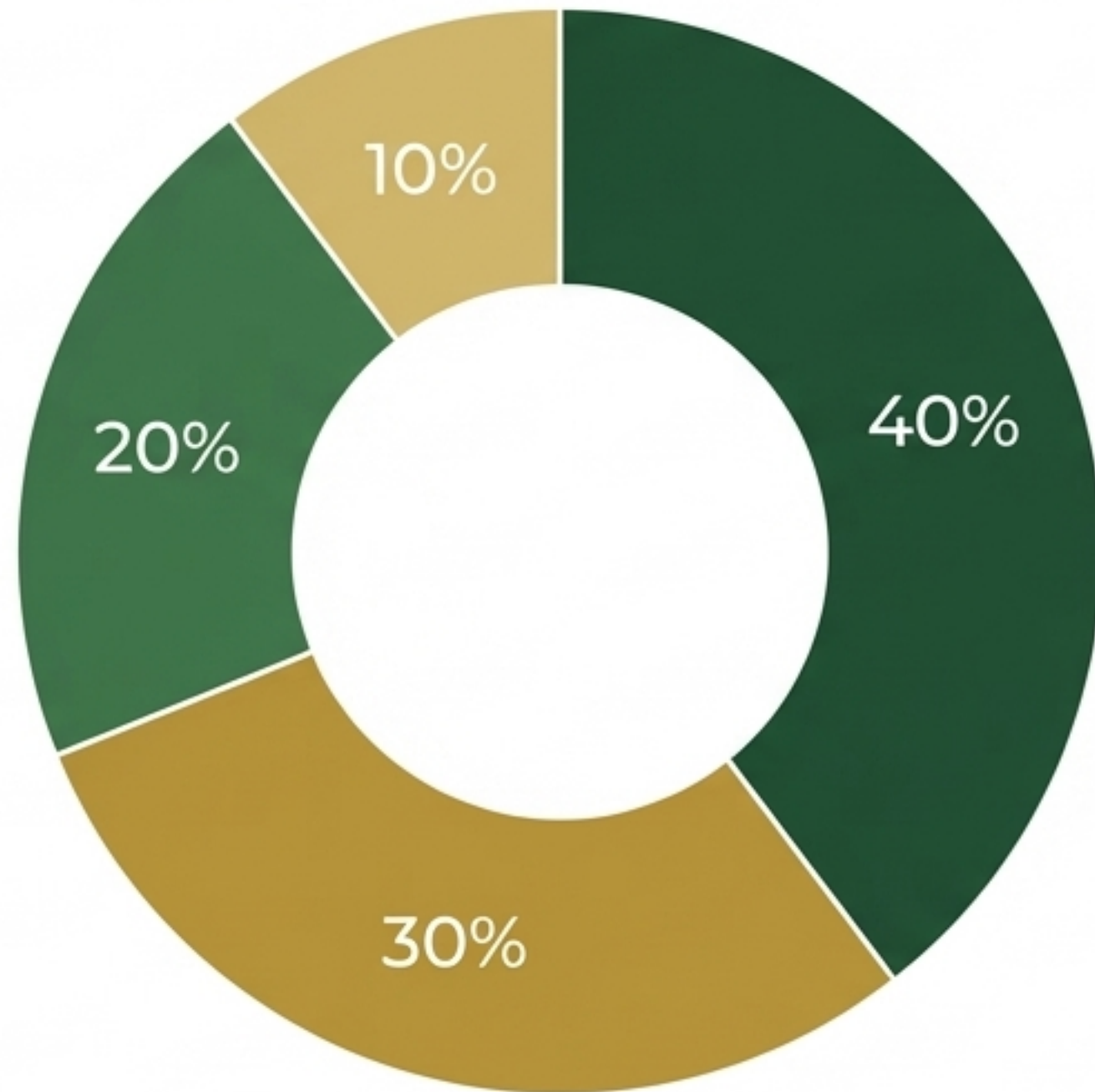


Targeted Expansion



Key Insight: Profitability is driven by improving gross margins through an increasing share of direct farm-gate partnerships, reducing intermediary costs.

The Investment: Fuelling the Next Stage of Scalable Growth.



40% Infrastructure

Expanding cold storage capacity and upgrading to automated sorting lines to increase throughput and reduce handling time.



30% Procurement

Securing exclusive, farm-direct contracts and pre-booking crops from global partners to ensure price stability and supply priority.



20% Branding & Marketing

Launching a consumer-facing 'M4 Fresh' label for premium retail packaging to build brand equity in high-end grocery chains.



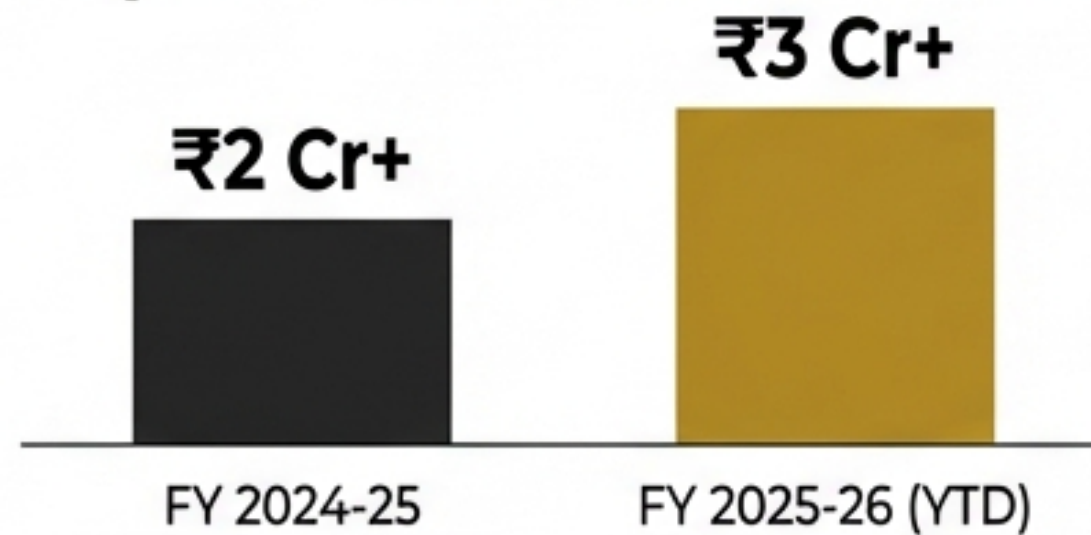
10% Technology

Implementing AI-driven demand forecasting and deploying IoT sensors for real-time shipment monitoring.

A Revenue-Generating Business with Proven Traction.

Our Mission: To be India's premier gateway for global fresh produce, democratising access to premium quality while optimising the entire cold-chain.

Rapid Growth



Established

SEP 2024

Founded & Operational

Global Network



5+ COUNTRIES

Active Sourcing from Vietnam, Egypt, China, South Africa, and Iran.



Strategic Hub

AZADPUR MANDI

Operations in Asia's Largest Fresh Produce Market.

Our Roadmap for Dominating the Premium Produce Market



Market Expansion

- Penetrate high-growth Tier-II city markets where disposable income is rising fastest.
- Enter new international markets for export, leveraging our sourcing expertise to become a two-way trade hub.



Product Diversification

- Expand into additional high-margin fruit varieties based on market demand data (e.g., premium berries, stone fruits).
- Develop value-added product lines, such as pre-packaged fruit salads for premium retail.



Volume & Contract Scaling

- Systematically increase container shipments per month by strengthening our global supply chain.
- Build exclusive, long-term supplier and buyer agreements to secure supply and de-risk revenue.

An Experienced Team with Deep Industry Expertise



MANOJ KUMAR THAKUR



- **Hands-On Expertise:** Founders and management possess strong, practical experience in international trade, customs brokerage, and agri-logistics.



- **Ecosystem Advantage:** Deep, established relationships within the Azadpur Mandi ecosystem provide a unique operational advantage and real-time market intelligence.



- **Proven Execution:** Demonstrated capability for rapid growth and operational excellence since the company's inception in September 2024.

Proactive Risk Management and Mitigation

Risk	Mitigation
Price Volatility	Multi-country sourcing strategy to buffer against regional price swings and secure favourable terms with key growers.
Logistics Delays	Established partnerships with multiple freight forwarders and clearing agents to ensure redundancy and flexibility.
Quality Degradation	Mandatory pre-shipment inspections at the source and stringent, multi-point quality checks upon arrival in India.
Foreign Exchange Fluctuation	Utilising currency hedging strategies and incorporating dynamic pricing buffers into long-term supply contracts.

Partner With Us in Building the Global Freshness Engine.

"Nourishing a growing India with the world's finest produce."



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