

Zomato's Hyperpure warehouse now in Delhi

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New Delhi: Gurgaon-based food aggregator Zomato on Monday launched Hyperpure, a warehouse which will stock ingredients from farmers and supply them to Zomato's restaurant partners. The 40,000 sq ft facility is located in Delhi's Samalka and was inaugurated by the FSSAI CEO, Pawan Kumar Agarwal.

According to Zomato officials, the warehouse is designed to supply 5,000 metric tonne capacity per month, and equipped to serve 2,000 different products to 3,000 restaurants every day, including vegetables, fruits, poultry (like antibiotic residue-free chicken), groceries, meats, seafood, dairy and beverages. In the coming two years, Zomato plans to open 20 such warehouses across 12 cities.

"Considering the positive response we've received in Bengaluru, our expansion into Delhi is part of Hyperpure's natural progression. We're certain our restaurant partners in Delhi will benefit immensely from both Hyperpure's offer of fresh and quality food products, as well as our competitive pricing. We look forward to continuing this journey that provides Zomato's users access to good food prepared using fresh and clean ingredients," said, Dhruv Sawhney, founder, Hyperpure. He added that as of now, they are working with around 45 farmers for the Bangalore warehouse and 30 for the Delhi one. They plan to increase the number of farmers in the coming months. The food aggregator believes this service benefits both farmers and restaurateurs, as the former secures better margins, while the latter gets fresh produce.

Zomato did not give a figure for its margins in the business, but said they will be profitable at the unit level. The food aggregator has recently faced opposition from many restaurants over steep discounts it offers. When asked if backward integration of business would help make their ties with business partners smoother, Sawhney said, "We don't know if this would impact our relationship with business partners on that side of the business."

Speaking at the launch, Pawan Kumar Agarwal, CEO, FSSAI, said, "India's food sector is unique. To ensure that the food servicing sector gets high-quality ingredients, public and private sector partnerships are imperative. Food suppliers and aggregators need to take care of food safety and hygiene, and ensure that quality products reach the end user." He added that business initiatives like Zomato's Hyperpure will help ensure better quality food in India's fragmented market.