

Cover Story 24

FIXING A BROKEN MARKET FOR MEAT RETAILING IN INDIA

Today, FreshtoHome, through its online grocery platform and its offline stores and with a 5,000-person direct and indirect workforce, delivers over 2 million orders every month across all meat categories in 160+ cities across India and the UAE. The retailer has managed to raise \$256 million in investments till date and is on its way to rapidly expand its online and offline operations in India and the UAE.



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How brands can make consumers drink their kool aid.



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