



Statista.

TiffinStash caters to this demand by delivering freshly prepared, home-style heat-and-eat meals daily—combining authenticity with everyday convenience.

As consumers grow more conscious about what they eat, the demand for meals that are both nourishing and culturally familiar is rising. Research from the Harvard School of Public Health shows that home-cooked meals are typically lower in sodium, added sugar, and processed ingredients compared to restaurant or takeout options, contributing to better overall health outcomes.

TiffinStash brings that balance to the table—offering a curated range of healthy, protein-rich tiffin meals—both vegetarian and non-vegetarian. From quinoa and tofu to grilled chicken and seasonal sabzis, these healthy meals balance taste and nutrition without the need for calorie counting or compromise.

Since launch, TiffinStash has redefined tiffin delivery by enabling 60+ licensed seller listings to serve thousands of South Asian meals across the Greater Toronto Area, with 75 per cent of repeat customers. Built without venture capital, the platform runs on a tech-enabled, trust-first model that balances affordability and cultural authenticity.

“We didn’t raise venture capital, but we raised something more powerful—trust,” adds Krish Shah. TiffinStash isn’t just delivering tiffin—it’s building a movement powered by comfort food, community empowerment, and cultural pride.