

Meevaa Foods by Zappfresh Expands Pan-India Reach Through Amazon India Launch

02 June 2026 | News

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Meevaa Foods by Zappfresh, an export-grade frozen food platform focused on ready-to-cook and convenience-led food categories, has announced the launch of its products on Amazon India as part of its broader e-commerce growth strategy. With this launch, the brand is now available to consumers across India, expanding access to its growing portfolio of frozen food products.

The portfolio available on Amazon India includes a range of ready-to-cook and frozen snacks such as momos, spring rolls, samosas, kebabs, and other convenience-led offerings designed to meet the needs of consumers seeking quick, easy-to-prepare meals and snack options without compromising on taste.

Meevaa Foods has expanded its presence across approximately 350 Amazon fulfilment and distribution points across the country. This reach is expected to improve product availability, support faster deliveries, and enable the brand to deepen its presence across key consumption markets as demand for frozen and ready-to-cook food categories continues to grow.

Prreya Agarwaal, Director, Zappfresh, said, "The frozen and ready-to-cook category is witnessing strong demand as consumers increasingly look for convenience, hygiene, and consistency in food products. We have been receiving a positive response from consumers due to the quality of our products, export-grade manufacturing standards, and the convenience they offer, with many of our products ready to serve in as little as three minutes. Launching Meevaa Foods on Amazon allows us to strengthen our digital presence and reach a wider audience in a rapidly growing category. Our focus is on building a trusted frozen food brand with quality products that combine convenience with taste. Through this expansion, we aim to make Meevaa Foods more accessible to consumers across India while continuing to strengthen our product portfolio and distribution capabilities."

Over the past few months, Meevaa Foods has been steadily expanding its presence within the value-added frozen food segment through product innovation, processing capabilities, and distribution expansion. The brand has also strengthened its growth strategy through Zappfresh's recent acquisition of a majority stake in Avyom Foods, enabling deeper capabilities in frozen food processing, product development, and supply chain integration.