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Sidâ??s Farm completes Pre-Series B Funding round

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Funds to be used for growth and expansion of access to safe dairy products

Sid’s Farm, India’s premium D2C brands in the dairy and foods segment, announced the successful completion of its Pre-Series B funding round with a capital raise of over Rs81 crore. Major investors who led this round included Omnivore, NSFO, Dodla Dairy, Next Bharat Ventures, and LIO, along with a consortium of other investors.

The company, which has an avowed mission objective of making the availability of safe food a norm across Indian households, will deploy the fresh capital for strengthening its supply chain along with expansion of its manufacturing and distribution capabilities. Sid’s Farm will also be investing in product innovation, bolstering and reinforcing its partnership with the farmers along with accelerating its expansion into virgin territories.

"Modern Indian consumers are extremely quality conscious and demand transparency, quality and safety in the food they and their families consume. This investment is a vote of confidence by our partners in our long-term vision of establishing India's most trusted dairy brand that embodies safety as an inseparable ingredient of our products at every step of the value chain — from the farm to the family's doorstep," said Dr. Kishore Indukuri, Founder, Sid's Farm.

Sid’s Farm has differentiated itself by adopting a scientific approach to food safety, wherein each batch is subjected to testing across more than 45 quality and safety parameters, with more than 10,000 quality tests conducted on a daily basis. These quality control tests ensure that the milk from Sid’s Farm is not just free from adulteration but is also devoid of any antibiotic residues, induced hormones, chemical preservatives and other contaminants – all the while maintaining the sanctity of the cold chain from procurement to delivery.

In addition, the company is deeply committed to its stakeholder welfare, which includes over 5,000 dairy farmers. Believing that food safety starts from the source, it has made substantial investments in farmer education by guiding adoption of best practices in the dairy industry. It offers fair procurement practices, timely payments and veterinary support to help create sustainable livelihoods for farming communities.