



Trust story: 1 of 8

4 years ago, when we first floated the idea of installing iD TRUST Shops in apartments & office complexes, I was mocked at & told it was not possible in a country like India.

iD TRUST Shop was a refrigerated chiller installed inside an apartment, where people could pick up any iD product & pay for it by dropping money in a box kept nearby - no sales personnel for collection or CCTV cameras to monitor. There was no one watching - except Almighty God.

To everyone's surprise – the initiative was a phenomenal success. Yes, in India! I strongly believe if you want your customers to trust you, you need to trust them first.

I remember this one trust shop in Chennai, where a customer kept paying using Monopoly 'money'. At one point, we even thought of withdrawing from that complex. But we chose not to. One day, he dropped off a Rs. 500 note. That made my day! What mattered to me was not what he paid, but that he had finally realized the value of Trust.

There are often thoughts that keep me awake at night - fear of the kind of world we will be leaving for our children. After all, what's the purpose of human intelligence if we can't use it to create a world that has humanity, compassion, love & trust?

Be the change you wish to see in this world.

Click the link to watch the video - <https://bit.ly/2E6EjvP>





Trust Story: 2 of 8

How many of us believe in the mantra- the customer is King? I, to be honest, don't! I think they're not Kings but humans & deserve to be treated with RESPECT & TRUST. Treat them like people you care for & you will realize that its impact is far greater than any material gains! At iD, I have always considered myself more of a full-time Chief Customer Care Officer & only a part-time CEO.

If a customer is dissatisfied for any reason, we make sure that we send our iD to hamper filled with delicious preservative-free products & bring a smile on their face. Yes, there have been occasions where some have falsely complained to receive our kits. But we still honor our commitment & deliver the hamper - with no verification & no questions asked. We simply TRUST them.

I feel constantly suspecting your customers can be self-defeating. The power of positivity lies in encouraging people to trust each other. After all, what's life without trust.

8 months ago, I received an interesting customer complaint. She bought a packet of iD Parota. She reached out to me to pay for a 6th Parota she received in a pack of 5 Parotas

It is exemplary people like her that make me believe that 'Trust begets Trust'. The greatness of the heart and trust will never cease to exist.

Link to post - <https://bit.ly/30xmhdG>

From: [REDACTED]@gmail.com>
Sent: Monday, October 28, 2019 1:40 PM
To: info@idfreshfood.com <info@idfreshfood.com>
Subject: Malabar Parota - Batch AJ21

Hi,

I bought a packet of Malabar Parota and found out it had 6 parotas instead of the listed 5. This is listed as batch AJ21 to be used by the 25th of October. Please let me know how I can compensate for the extra.



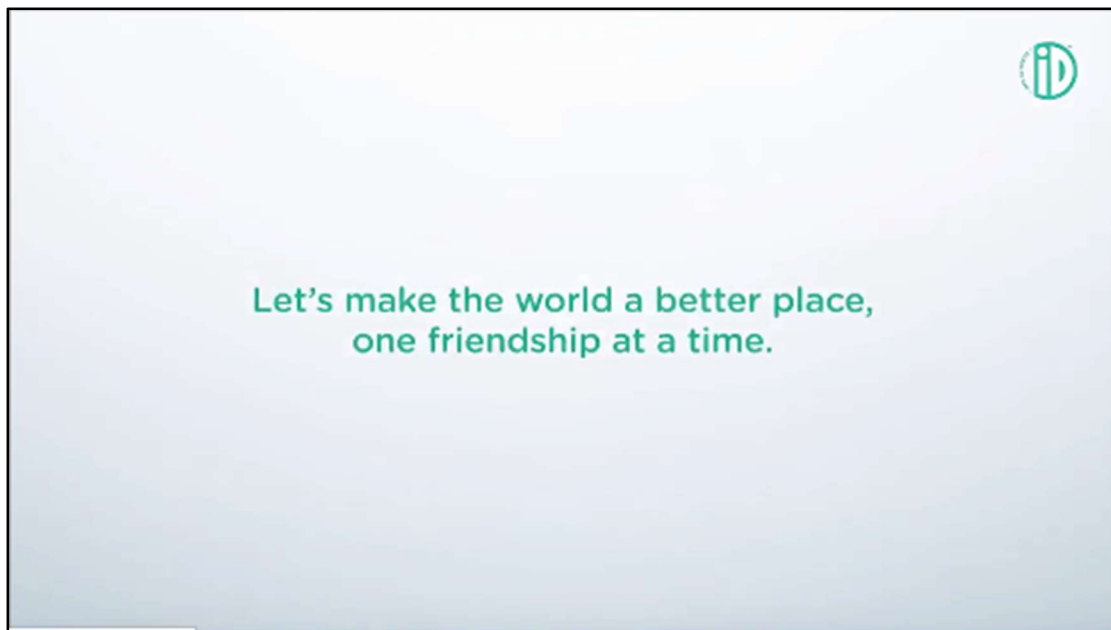
Trust Story: 3 of 8

Neighbours are like our extended family - in and out of our homes, borrowing stuff, sharing goodies. They are a great source of help. Therefore, I wasn't surprised when our study revealed that most of them trusted their neighbours to help them in any emergency situation. Yet, it was interesting, as some couldn't even recall the names of their neighbours!

What does it take for the brand to enjoy such trust? How do you become the first point of contact? Two years ago, we had launched 'Meet Your Neighbour' campaign - where we invited people to connect with their neighbours over a warm, home-cooked meal & we, at iD, would deliver the food to them completely free! All they had to do was register the number of people they were hosting. We successfully hosted over 24,000 get-togethers.

While we got an overwhelming response, we also realized that there were a few who misused the campaign & provided false information. Nonetheless, I wanted to trust my customers, wholeheartedly. Because that's the only way to build enduring relationships. Of course, there will be moments of doubts & disappointments, but let that not deter us from making a world that is happy & trustworthy.

Click the link to watch the video - <https://bit.ly/3huEy2o>





Trust Story: 4 of 8

350+ apartment complexes...
9000+ households...
6 products...
And daily fresh deliveries...
Amidst COVID/lockdown limitations...

We took a road less-traveled to solve this complicated distribution challenges and difficulties that arise with cash collection and reconciliation.

Because.. "Cost of verification is more than the cost of trust"

Result: More than 95% cash collection in the last 30 days with absolutely no follow-ups for any of our deliveries. Better revenue. Better profitability. And, of course, happy customers!

Watch this 81-sec video to witness iD's next [#trust](#) [#revolution](#).

Click the link to watch the video - <https://bit.ly/3htZ4Qu>





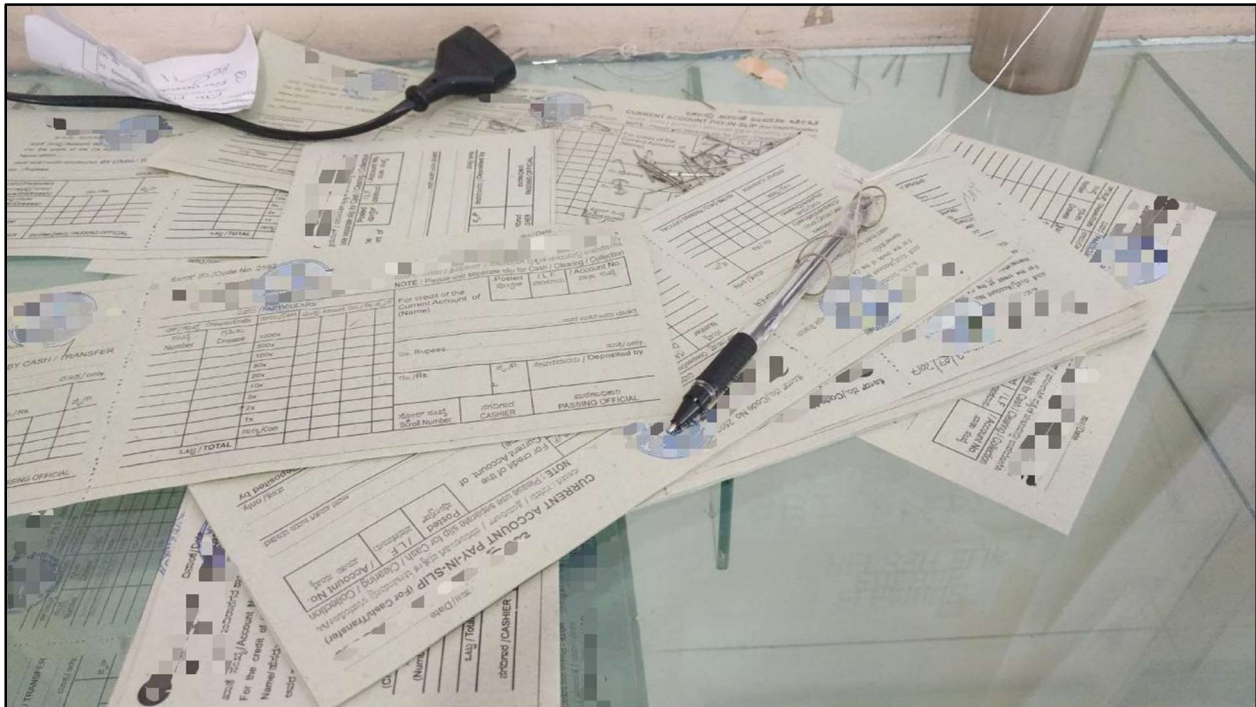
Trust Story: 5 of 8

Soon after the success of iD TRUST Shops in 2016, I was invited to address the senior management of a national bank. While speaking about the importance of trust, I suggested a few alterations in their operations that could bring about a change in how their customers perceive them.

I just showed them this picture from their own branch. How customers trust banks with their life savings and jewellery, however, the bank doesn't even trust customers with a 2 rupee pen. They keep it tied at the counters. So I proposed the bank to make a tiny gesture of unchaining the pen. While a few pens may get lost in the process (probably by mistake), this action could promote trust & strengthen their relationship with their customers.

It's simple things like this that matter. 'Trust Grows Where Trust Goes'.

Link to post - <https://bit.ly/3hugeXz>





Trust story: 6 of 8

Don't we all want our children to lead honest and healthy lives? How's this idea?

Once the schools reopen and all is back to normal, we plan to install iD Trust Shops inside schools. These chillers will stock iD Smart Sip Tender Coconuts for Tender Hearts.

Like all iD Trust Shops, these will be unmanned and unmonitored. Children can pick up and relish their non-aerated drink and we will trust the children to pay the right amount.

If they pick up iD products without paying, they can go back home, tell their parents about their mistake. Parents could pay iD via e-wallets in front of their children and be role models to them.

We will also hope that they learn an important early lesson – of the need to lead an honest life.

Children are our trust. Let us trust them.

Link to post - <https://bit.ly/2OR0IFb>





Trust story: 7 of 8

We, at iD, have adopted trustworthiness as one of the organization's core principles. But where does it all begin? For me, it begins by trusting my colleagues and teams.

Let me give you a simple example. Given that our Malabar Parota has a shelf life of only four days, the sales team came up with an innovative idea to reduce wastage. Why not sell the unsold packets in retail to institutional customers like food courts, corporates and restaurants on day 2, since they consume the product immediately?

"What if they are selling the stock to retailers at MRP and not to institutional customers (who pay a lower price for bulk purchases)?" asked a fellow entrepreneur. "Aren't you worried your employees may be making a quick buck at your expense?", asked many.

Nonetheless, we started doing so and with that, our food wastage came down close to zero!

I say trust begins at home. Today, every iD employee shares the same vision – to minimize food wastage. And that's possible because we have built a strong culture of trust within our organization.

Employees had the opportunity to claim institutional sales discount by actually selling parotas to retailers. I am sure my employees won't do it. I trust them.

Link to post - <https://bit.ly/2ONOXKj>





Trust story: 8 of 8

You would have realized by now, Trust has no value if you don't follow it up with your actions.

We are selling the world's best packaged food without any preservatives or artificial flavours. Many Indians don't trust packaged food... So, how do I earn their trust? Can I invite them to the iD factory to witness the processes? But then again, how many will visit us?

Therefore, my plan is to start a live webcast of our factories so that customers can see exactly how their favourite idlies, dosas, parotas, and all the other iD staple products are manufactured and packaged.

We will no longer just tell you that iD products use 100% natural ingredients, home-made style of preparation, without the use of any chemicals, preservatives, artificial colours, or flavours. We will SHOW YOU how we do it!

We will no longer just promise to deliver healthy foods that meet the highest safety and hygiene standards. We will provide EVIDENCE!

We will prove that not all packaged foods are packed with preservatives.

Our operations will be completely transparent. We have nothing to hide. You will be able to see it in real-time!

Hope you enjoyed my trust story series. I will be back with my failure stories soon. :)

Link to post - <https://bit.ly/39t4FnC>

