

iD Fresh Food Elevates CEO India Rajat Diwakar to Board of Directors

22 July 2026 | News

The elevation marks the next phase of iD's growth journey, reinforcing its focus on scale, operational excellence and long-term strategic direction



iD Fresh Food, India's most loved fresh food brand, announced the elevation of Rajat Diwakar, CEO India, to its Board of Directors. The appointment reflects the company's continued focus on strengthening its leadership as it enters its next phase of growth, with an emphasis on expanding across markets and categories, driving operational excellence, and advancing its long-term strategic vision, including its journey towards IPO readiness.

Speaking on the announcement, P.C. Musthafa, Global CEO and Chairman, iD Fresh Food, said: "Rajat has played a pivotal role in strengthening iD's business in India and has been instrumental in driving the company's growth over the years. His deep understanding of the business, consumer-centric approach and strong execution capabilities have contributed significantly to building iD into one of India's most trusted fresh food brands. His elevation to the Board reflects our confidence in his leadership and his ability to help shape the company's long-term strategy as we enter our next phase of growth."

Commenting on his elevation, Rajat Diwakar, CEO India and Board Member, iD Fresh Food, said: "It is an honour to join the Board at such an exciting phase of iD's journey. Over the years, we have built a brand that consumers trust by staying committed to freshness, quality and authenticity. As we continue to scale the business, my focus will remain on building a stronger organisation, driving sustainable growth, expanding our reach and creating long-term value for all our stakeholders. I look forward to working alongside the Board and leadership team as we shape the next chapter of iD's growth."