

May 24 2017, Bangkok - IndieDish was announced winner of the TOP 100 Fight Club Thailand at Echelon Thailand 2017, an enriching two-day tech conference organised by e27, in collaboration with Startup Thailand and the National Innovation Agency. Echelon Thailand 2017 is a digital insight, connections, talent, and funding platform crafted to connect people across Thailand, the gateway to Asia's thriving tech startup community. Thirteen Thai-based startups were shortlisted from over 100 entries to battle for the coveted prize, which includes two tickets to the Echelon Asia Summit in Singapore, access to a VIP dinner with invited investors and corporates and a free TOP 100 Exhibition booth at the event. Founded by two ex-Amazon employees, IndieDish not only delivers healthy food at a relatively cheap price of THB 89 per meal on average, it also makes the delivery process efficient in traffic-congested Bangkok. IndieDish optimises its logistics algorithm by

using a pre-order system. Based on the pre-orders it receives, which can be made a week in advance, IndieDish will work out the most efficient route for its delivery drivers.

IndieDish has delivered over 18,000 meals so far. It doesn't offer on-demand/same day delivery services but it is working on providing this service in the future. The judges were impressed with how thoroughly the team had thought through the delivery process and were drawn to IndieDish's mission to broaden healthier food choices in the country. Meanwhile, the fan favourite prize, based on a live audience poll, was awarded to Primo, an app that organises and consolidates promotions from a user's credit cards and membership cards. The app then pushes personalised deals based on the user's preference. Based on the user's spending limits, Primo then recommends which deals best fit their budget. Even though the remaining startups may not have won a prize, they will be considered for

qualification into the TOP100 Finale at Echelon Asia Summit 2017 this June 28-29 in Singapore and the e27 platform will continue to support them by connecting them to various stakeholders and investors in the regional ecosystem all year around. #####

Caption: From left to right: Jason Edwards, Portfolio Manager, Qualgro; Carmen Yuen, Senior Executive Director, Vertex Ventures; Natnaree Chummanon, Co-founder and CMO, IndieDish; Darin Suthapong, Co-founder and CEO, IndieDish; Paul Suthapong, CTO, Primo; Vee Sirasoontorn, CEO, Primo; Wisit Sirichotedumrong, Product Development Manager, Primo and Vitavin Ittipanuvat, Senior Associate, InVent About e27 Founded in 2007, e27 aims to empower entrepreneurs with the tools needed to build and grow their companies by plugging the ecosystem into a community of people who can become mentors, partners, investors, colleagues, and customers. As such, e27 continues provides the integrated platform and support to find

news insights, community events (including flagship Echelon conference), talent, and funding. e27's vision is to propel digital entrepreneurship in the Southeast Asia region forward through building a comprehensive platform for all stakeholders in the ecosystem. For media queries, please contact: BrandNow.asia Lisnaree Vichitsorasatra (Windy) 085-3573635 at info@brandnow.asia Napaporn Sartjumroen (Jan) 099-2584428 at pr@brandnow.asia Kachain Saengsuk (Chain) 091-8589912 at event@brandnow.asia Kittima Sethi (Tinny) 081-8262399 at kittima@brandnow.asia



IndieDish provides access to healthy meals prepared from top independent vendors
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