

# Innoterra Acquires Fasal Fresh GT Operational Business to Strengthen its Fresh Produce Supply Chain in India

- Innoterra expands its fresh produce distribution in India by acquiring Fasal Fresh's GT operations in Bangalore and Chandigarh
- The acquisition strengthens Innoterra's Farmlink platform, enhancing supply chain efficiencies and market reach in key horticultural clusters
- With access to Fasal's 85,000-acre farmer network, Innoterra is set to double its distribution routes and drive a projected 30-35% revenue growth

India, March 6, 2025: Innoterra, a Swiss-Indian food and technology platform, has acquired the fresh produce distribution business of Fasal, a precision agriculture and digital farming company. This acquisition strengthens Innoterra's Farmlink platform, enhancing its supply chain, market reach, and sourcing capabilities in India's fresh fruit sector.

With this acquisition, Innoterra will further expand its footprint in Bengaluru and Chandigarh, reinforcing its position in key agricultural markets. By leveraging Fasal's extensive farmer network, spanning over 85,000 acres across major horticultural clusters—including grapes, pomegranates, apples, guavas, and bananas—Innoterra will ensure a stable supply of premium-quality, traceable fresh produce. This strategic move is expected to double Innoterra's distribution routes and significantly expand its supply chain, allowing the company to serve over 550 new retailers, wholesalers, and institutional buyers. Additionally, fruit distribution is projected to grow between 35-80%, driving a

substantial 30% increase in active customers and a projected 30-35% boost in revenue.

The integration of Fasal's IoT-driven farm management model will help Innoterra in helping farmers with enhanced precision agriculture practices, and resource optimization such as efficient water usage, fertilizer and pesticide application, pest and disease management, and overall reduction in cultivation costs through data-driven recommendations. This acquisition will also enable long-term cost advantages by strengthening Innoterra's direct farm sourcing, and centralized procurement planning across multiple cities.

Sharing insights regarding the company's strategic vision and expansion strategy in India, Avinash Kasinathan, Managing Director & Head of India Business, Innoterra, said, "This acquisition accelerates our strategic growth in India's fresh produce sector by helping us scale our presence and market penetration effectively. By tapping into Fasal's strong farmer network, particularly in bananas and pomegranates, we are

strengthening our capabilities in key regions and expecting up to 80% increase in our fruit distribution. We are also rapidly scaling our distribution footprint—doubling our distribution routes within the year—to ensure fresher produce reaches more customers efficiently. Moving ahead, we aim to extend our Farmlink platform into non-perishables and staples such as rice and spices, creating synergies with our other business lines and offering a more comprehensive portfolio to our customers. We will continue pursuing strategic acquisitions to scale our business while prioritizing operational efficiency and financial sustainability."

Following the acquisition, Fasal will focus on advancing its precision agriculture technologies and expanding farmer support initiatives. Shailendra Tiwari, Co-Founder & CEO of Fasal, highlighted the

company's future direction, stating, "This transition allows us to sharpen our focus on precision agriculture, driving smarter and more sustainable farming solutions. With Innoterra integrating our fresh produce business, we are creating a more connected and efficient ecosystem that benefits farmers and buyers alike."

The acquisition aligns with Innoterra's long-term growth strategy, reinforcing its supply chain, expanding its sales force, and strengthening revenue streams. By retaining Fasal's experienced professionals, Innoterra will bolster its sales operations and drive business expansion. This acquisition marks a pivotal step in Innoterra's mission to solidify its leadership in India's fresh produce distribution sector while delivering greater value to farmers and consumers alike.

## ABOUT INNOTERRA®

For you and the planet.

Innoterra is a global food and technology platform that empowers farmers, enhances supply chain transparency, and delivers high-quality food products. Through Farmlink, its integrated value chain platform, Innoterra bridges the gap between farm and market, ensuring traceability, sustainability, and premium quality in fresh produce distribution.

## ABOUT FASAL

Fasal is a pioneer and leader in precision agriculture, leveraging crop-sciences, data science, and IoT to provide real-time, crop-specific insights that help farmers optimize resource use, improve productivity, and adopt sustainable practices. With a strong focus on climate-smart agriculture and science-driven decision-making, Fasal continues to empower farmers with technology that drives profitability and sustainability.

