



Precision Grow and Prime Fresh Limited Sign MoU to Drive Technology-Led Transformation in Indian Agriculture

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Precision Grow, a subsidiary of Tech Visit IT Pvt. Ltd., and Prime Fresh Limited (PFL) inked a strategic Memorandum of Understanding (MoU) on September 23, 2025, in Mumbai to propel technology-driven change in Indian agriculture. Under the tie-up, Precision Grow will be the Strategic Technology Partner of PFL, bringing innovations in Artificial Intelligence (AI), Internet of Things (IoT), satellite tracking, digital traceability, and smart dashboards throughout PFL's value chain. The collaboration aims at improving supply chain and cold storage efficiency, enhancing farmer outreach through digital platforms and capacity building, and government and institutional linkages for scaling up agri-tech initiatives. Implementation will be overseen by a Joint Steering Committee to provide accountability and development. With mutual dedication to sustainability, transparency, and international competitiveness, the two organizations seek to develop new business models, enhance farmers' power, and establish standards of efficiency and quality in the agri-food industry.

Introduction

Mumbai, September 23, 2025 – Tech Visit IT Pvt. Ltd.'s Precision Grow unit and Prime Fresh Limited (PFL) signed a strategic Memorandum of Understanding (MoU) with the aim of transforming India's agri-business industry by integrating cutting-edge technologies throughout the entire value chain. The collaboration is ready to establish new standards for efficiency, sustainability, and global competitiveness in the agri-food sector.

Under the partnership, Precision Grow will be the Strategic Technology Partner of PFL, providing advanced agri-tech innovations like Artificial Intelligence (AI), Internet of Things (IoT), satellite-linked monitoring platforms, digital traceability systems, and intelligent data dashboards. These solutions will be integrated into the existing infrastructure of PFL, covering cold chain management, supply chain logistics, sorting, packaging, processing, and retail operations.

Major Aims of the Partnership

Technology-Driven Agri-Business Transformation

- ✓ Incorporate AI, IoT, and digital platforms to improve decision-making, the usage of resources, and risk management in agriculture and allied activities.
- ✓ Improve predictive analytics for estimating crop yield, demand forecasting, and supply chain optimization.
- ✓ Improving Supply Chain and Cold Storage Efficiency
- ✓ Upgrade cold chain infrastructure with IoT-based sensors and real-time monitoring to reduce post-harvest losses.
- ✓ Incorporate smart packaging and traceability solutions assuring food safety, quality assurance, and conformance to domestic and international standards.

Farmer Outreach and Strengthening Capacities

- ✓ Initiate farmer-focused digital platforms for advisory, market linkages, and financial inclusion.
- ✓ Regular training, upgradation of skills, and awareness schemes to equip farmers with knowledge on sustainable agriculture practices and cutting-edge technologies.

Government and Institutional Partnerships

- ✓ Jointly develop and implement proposals for government schemes, agri-tech initiatives, and international partnerships.
- ✓ Identify opportunities to grow global agri-food markets through technology-enabled exports and strategic partnerships.

Leadership Views

Addressing the occasion, a Precision Grow spokesperson stated: "This alliance is an important step in bridging technology with agriculture. Through our eCrop platform and precision farming technologies, we want to enable farmers and agribusinesses with real-time intelligence, sustainability, and global competitiveness."

A Prime Fresh Limited (PFL) representative further added: "By bringing Precision Grow's cutting-edge technology solutions into our operations, we will enhance our farmer networks, improve product quality, and establish transparent, traceable supply chains that comply with both domestic and international standards."

Governance and Execution: A Joint Steering Committee (JSC), consisting of representatives from each organization, will direct project planning, execution, and review. The committee will convene quarterly to monitor progress and identify developing opportunities.

**Commitment to Growth and Innovation**

Both Precision Grow and PFL are united in their determination to exchange data, knowledge, and resources to co-create new business models, venture into new markets, and propel agricultural transformation. Intellectual property rights and economic models shall be established under individual agreements to attain mutual growth, transparency, and accountability.

About Precision Grow

Precision Grow, a subsidiary of Tech Visit IT Pvt. Ltd., is an agri-tech solutions company with expertise in digital platforms, AI, IoT, and precision farming solutions. Its aim is to connect technology and agriculture and equip farmers and agribusinesses with sustainable and scalable solutions.

About Prime Fresh Limited (PFL)

Prime Fresh Limited is a prime player in India's agri-business industry, with special emphasis on cold chain management, supply chain efficiency, and farmer alliance. PFL provides fresh, quality produce to consumers, as well as value creation for farmers and stakeholders of the agri-food system.

- ✓ For Media Enquiries, please contact:
- ✓ Precision Grow LLC – Corporate Communications
- ✓ Prime Fresh Limited – Corporate Affairs Office