



SCALE UP PROGRAM Cohort 2017

Krishi Star, a Mumbai-based agri-business startup that focuses on processed tomato products (like Tomato paste, Whole peeled tomatoes, tomato puree) and they are dedicated to improving incomes for small farmers in India. They are creating a network of profitable farmer-owned food processing units and selling their products through the Krishi Star brand.



Impact of the innovation:

Krishi Star's focus is on strengthening rural linkages with strategically located FPOs. Their efforts help increase the farmers' income by more than double.

- **Business Challenge faced:** Quality Control - To ensure standardized produce across factories and reduce rejection rates through standardisation
- **Mentor:** Shailesh Ghodekar, Siddharth Naik, Marico Limited
- **Duration of engagement:** 6 months

