



## **IIT Madras Pravartak and WayCool Foods Join Hands to bring Regenerative Agriculture tech stack to farmers**

*~ The partnership will aim to further expand the offerings under IITM Pravartak's RASA Stack to improve farmer income and profitability through education of climate smart agri practices~*

**National, 26th May 2023:** WayCool Foods, India's largest food & agri-tech platform, entered into a strategic partnership with IIT Madras Pravartak to expand the offerings for farmers under IITM's RASA (Regenerative Agriculture Sustainable Architecture) tech stack. WayCool Foods, with its deep knowledge and on-ground expertise, will further enhance the agri-stack by providing innovative agri-focused solutions to create a strong ecosystem for regenerative agriculture in India. The MoU signed in the city will also enable both, WayCool Foods and IITM *Pravartak*, to synergise their offerings for the benefit of the farmers by helping them move towards a sustainable model of agriculture.

Through this newly signed MoU, WayCool Foods will provide technical solutions for seeding and expansion of the RASA stack. It will also offer its domain knowledge of the agri supply chain – from soil to sale and further strengthen the design and structuring of the agri-stack. The partnership will also aim to accumulate and disseminate knowledge amongst farmers about sustainable agri-practices.

Commenting on the occasion, **Mr. Karthik Jayaraman, Managing Director - WayCool Foods**, said, *"Partnership with IIT Madras Pravartak will further boost our continuing efforts towards driving adoption of regenerative agriculture amongst Indian farmers. Our on-field experience has demonstrated commercial benefits to farmers when they adopt regenerative agri practices thereby improving their income and profitability. IITM Pravartak's RASA Stack is one of the country's best-in-class and comprehensive agri-stacks for regenerative farming. We are confident that synergies between WayCool Foods and IIT Madras Pravartak will provide farmers with access to the most advanced technologies equipping them to take proactive measures to combat climate change as the Indian farmer prepares to feed the world."*

IIT Madras *Pravartak* developed and built The RASA Tech Stack in 2022. The tech-stack will aid the farmers in monitoring and fine-tuning their cultivation and harvest process proactively to realise maximum benefits. The stack will comprehensively address the entire Farm-to-Kitchen cycle, including pre-cultivation, cultivation, harvest, storage/shipment, marketing, and payment.

*"We are thrilled to collaborate with WayCool Foods on this exciting initiative, which forms the basis of our economy,"* said **IITM Pravartak CEO, Dr M.J.Shankar Raman**. *"Through this collaboration, we hope to create innovative solutions that can address some of the key challenges faced by the farming and agriculture industry today. By leveraging sensor technology and data science techniques, we believe we can help improve crop yield, reduce waste, and increase farmers' income. This will also create new opportunities for growth and innovation in this space."*

---

### **About WayCool**

WayCool Foods is India's leading food and agri-tech enterprise. Focusing on food development and distribution, the company leverages innovative technology to scale and operate a complex supply



chain from soil to sale. Through its tech arm CENSA, it offers technology products as customizable SAAS solutions across six verticals namely, Farm Tech, Procurement Tech, Processing and Warehousing Tech, Distribution Tech, Consumer Tech, and Fin Tech with an integrated core leading to transparency and intelligence across the entire food and agri supply chain. Through its farmer engagement program - Outgrow, the company works closely with 2,00,000+ farmers. WayCool operates a full stack, broadline product range across multiple channels and categories such as fresh produce, staples, and dairy, serving over 1,65,000+ clients in the general trade, modern trade, and food services space. WayCool's consumer brands basket consists of Madhuras, Kitchenji, L'exotique, Dezi Fresh, Freshey's, AllFresh and Just Potato.