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Nutrifresh Expands Farm-to-Market Infrastructure Across Three South Indian Cities

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Hub-and-spoke model with centralised nurseries and integrated distribution centres close to major consumption centres



Nutrifresh, India's leading integrated agriculture and food company, will build about 150 acres of climate controlled farms across Bengaluru, Hyderabad and Chennai by March 2028. Total investment across South India is expected to be 200–225 crore, including contributions from its farmer partners.

Nutrifresh already farms 25 acres in Bengaluru and is now expanding into Hyderabad. It expects to add another 25 acres there by t

The investment will go into both pre-production and post-harvest infrastructure. Centralised nurseries will supply the farms, and integrated distribution centres will handle sorting, grading an

The model brings production closer to the region's largest consumption centres. It is designed to reduce carbon footprint, transporta

Nutrifresh operates about 200 acres of company-owned farmland and has around 50 acres of farmer-partner land in its network. Another 100-plus acres of farmer-partner land is under development. About 60 acres of this will use polyhouse hydroponics and the rest polyhouse soil cultivation.

The company sells more than 100 SKUs of fresh produce and greens to over 100 B2B customers, including Swiggy, Zepto, BigBas