

## IG Fresh Produce plans to invest Rs 100 Cr in Arunachal Pradesh for Kiwi cultivation

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Chandigarh-based IG Fresh Produce, a subsidiary of IG International, one of the leading fresh fruit importers, has planned to invest Rs 100 crores in the next five years in Arunachal Pradesh for the cultivation of exotic fruits like Kiwi and stone fruits. The company has engaged in an agreement with the Arunachal Pradesh Agricultural Marketing Board (APAMB) and the farmers of Namshu village in West Kameng district for the aforementioned endeavour.

The undertaking within its purview would ensure cultivation, research and development, and post-harvest activities in a phased manner. The project will also generate gainful employment (technical and non-technical) for 500 youths over a period of 5 years in the Agri-Horti Sector in West Kameng District and from the rest of the state. This will not only boost the

production of kiwi in the state but also increase the sale and export of kiwi and other fruits from the region.

Articulating about the historic agreement, Gautam Jha, President of IG Fresh Produce Private Limited, said, "We at IG Fresh Produce are very confident of creating a natural lab for the cultivation, careful curation, research and development, and post-harvest treatment of the first-grade produce done in the orchid paradise of India."

Speaking about the potential of this investment and trust for Arunachal Pradesh to be the home for superior exotic produce, Taje Taki, Agriculture minister, said, "This is a very big investment, not only in terms of the financial value but also in the context of the trust shown towards Arunachal and its farmers, for which I thank IG Fresh Produce, APAMB and the Invest India team. This project has the potential to make India into an independent nation when it comes to feeding top-notch Kiwis to its fruit-loving population. The state government will provide everything the farmers and IG Fresh Produce need to grow the best and most delicious fruits in our country."

The APAMB is the premier agency of the state government that is exclusively responsible for the marketing of agriculture and allied sector products. The IG Fresh Produce Private Limited is one of the top fresh fruit importers in the country and a major supply chain player in the country. It has developed an efficient supply chain for providing high-quality fresh fruits like apples, kiwis, citrus, pears, blueberries, avocados, stone fruit, grapes, etc. to 27 cities across India.