

FarMart pays homage to 'The Good Food Economy' with its brand film in the voice of Bollywood actress Ratna Pathak Shah

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FarMart, India's leading and fastest-growing food and agritech company, has launched its brand film featuring the renowned Bollywood actor Ratna Pathak Shah. This milestone marks a significant stride in the company's commitment to revolutionizing food supply chains in India while making food globally accessible digitally. They achieve this by seamlessly integrating agri-value chains by efficiently sourcing in a scalable manner and optimizing processing through an asset-light approach.

FarMart has been dedicated to bridging the gap between technology and food and agriculture and building a robust global food supply network by consolidating complex supply and distribution channels on a single platform. Through this marketing film, the company aspires to spotlight the extraordinary stories of the 'people behind the world of food' - farmers, village-level entrepreneurs, truck drivers, labourers, food processors and millers, etc. The brand film beautifully captures the essence of FarMart's dedication to empowering and fostering 'the good food economy' and how the company is significantly changing the way food is bought and sold in India and the world.

*Expressing his thoughts about this association and the film launch, **Mr Alekh Sanghera, CEO and Co-Founder of FarMart**, stated, "The unveiling of our brand film represents our unwavering dedication to transforming food supply in the world. By capturing authentic narratives of what goes into food production and processing, particularly through the compelling voice of Ratna Pathak Shah, we aim to showcase the sheer effort that goes into every single meal."*

FarMart initiated this brand film to illustrate the transformative influence the company has on the food economy as a whole. For the convenience of its stakeholders across the nation, the film has been released in both Hindi and English.

About FarMart

FarMart is an intelligent food supply network connecting farming communities to food businesses globally. We build digital products & commerce solutions that modernize food value chains. Our mission is to make them more resilient, reliable and rewarding for humanity; at FarMart, we are building The Good Food Economy. In 2022, FarMart was recognized by Deloitte and ranked #1 as the fastest-growing tech company in India. FarMart is proud to have partnered with and backed by renowned VCs like General Catalyst, Matrix Partners, Omidyar Network and Avaana Capital that invest in leading tech companies that are sustainable and purposeful.

For more information please visit: www.farmart.co

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