

**Founders:**Yogendra Choudhary and Indu Choudhary

**Focus Area:**ICT, IoT & AI in Agriculture

**Key Traction:**

- 350+ Farmers onboarded
- 800+ Acres of land covered in FY 2023-24 in Chhattisgarh
- 88% Farmers gets subscription after one time soil testing service
- Signed MoU with Agreco (Among Top 10 Agtech Startups in India by SiliconIndia)

**About the Company:**

iAvenue Labs LLP in Durg, Chhattisgarh, with a focused approach on ICT in Agriculture. The challenge they addressed was the complexity of data generated in Indian agriculture, often requiring simplified insights.

iAvenue Labs specializes in Machine Intelligence and Data Science, leveraging technologies like Python, Node JS, AWS, and Tableau. Their unique selling proposition revolves around bringing advanced analytics to Indian agriculture, where they've introduced the concept of Explainable AI, ensuring their solutions provide clear insights.

Their work translates complex data into valuable, resourceful insights, empowering their clients in the agriculture sector. By utilizing data science techniques and image recognition technologies, iAvenue Labs is closing the gap between data complexity and actionable insights, thus contributing to the progress of Indian agriculture.

**Photographs:**



## 8. Zoofresh Foods Pvt Ltd – FreshR

**Company Name:**Zoofresh Foods Pvt Ltd

**Brand Name:**FreshR

**Incorporation Date:**23 March 2016

**Registered Address:**Jagannathpur Medinipur Kalahandi OR 766001 IN

**Contact Number/Email Address:** [ambika@freshr.co.in](mailto:ambika@freshr.co.in) / 7681005695