



Safex Chemicals Ltd., a manufacturer of agrochemicals, announced intentions to invest Rs 100 crore in **AgCare Technologies**, its new agri-tech division, over the next three to four years to develop an interactive digital platform and establish a manufacturing facility.

Company's Group Director Piyush Jindal said, "We are investing Rs 100 crore from our own kitty. We are not raising any funds. The investment is planned for the next 3-4 years."

The plan is to launch an interactive technology platform to integrate the entire value chain in the agri-economy. Key stakeholders, especially farmers, can buy quality crop protection products and get services like weather updates, experts' help and mandi rates on this platform, he said.

"A pilot study of this interactive tech platform will be conducted in January-March. We plan to go live in the next fiscal year," Jindal said, adding that the platform will be expanded in a phased manner.

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