



Announcement

MyAgriGuru App was launched by Mahindra Group in 2017 as a 24x7 Digital Advisory Platform for the farmers. It aimed to assist farmers in their journey towards better and innovative farming while boosting their income.

MyAgriGuru has now been rebranded and relaunched as Krish-e. The rebranded version of the App with name “Krish-e” has already been launched on Google Playstore (Refer Link 1) and our YouTube channel has been renamed to ‘Krish-e’ (Refer Link 2).

Recently, the Mahindra group announced its plan to venture into a new omnichannel delivery model - Farming as a Service (FaaS). (Refer Link 3). FaaS will curate end to end integrated solutions and provide farmers with a crop-specific expert advisory for all needs – digital crop calendar, machinery access, crop care information, harvester rental, etc. with an objective to help farmers increase their productivity and income. The digital platform for FaaS is the erstwhile “MyAgriGuru” which has been relaunched under the ‘Krish-e’ brand name on the Google Playstore.

Links:

Google Playstore: <https://play.google.com/store/apps/details?id=com.myagriguru>

Youtube: https://www.youtube.com/channel/UCUT30aF5DI_08e2anzywaXA?view_as=subscriber

Press release: <https://www.mahindra.com/news-room/press-release/mahindra-and-mahindra-unveils-unique-precision-farming-solutions-at-agritechnica-2019>

