

efreshindia.com portal has been successfully launched today by Shri. Subodh Kant Sahai, Honorable Union Minister of Food Processing Industries.

New Delhi, August 11, 2010 - efreshindia.com portal a joint initiative of Ajel Infotech Ltd, IL&FS, FoodCert India and efresh.com – Netherlands has been successfully launched by Shri. Subodh Kant Sahai at Hotel Shangri-La's - Eros, New Delhi.

Shri Subodh Kant Sahai, Union Minister for Food Processing Industries inaugurated an eFresh India portal to bring farmers, suppliers and customers together here today. The portal will help increase farmers income through increased agricultural productivity. Initially the portal is available in English and Hindi and soon Marathi, Telugu, Gujarati, Kannada, Tamil and Bengali versions will also be available.

Launching the portal Shri Subodh Kant Sahai said that this will go a long way in empowering Indian farmers and it will lead to global connectivity and the farmers will be able to get various information about his produce and the suppliers in his own language. He urged upon the portal operators to take this facility to the Panchayats also as the farmer functions through Panchayat only. Shri Sahai also suggested that the e-portal should also contain information regarding the connectivity of the farmer to the market and the cold chain available to him. Shri Pardeep Jain, Minister of State for Rural Development has also graced the occasion.

The portal has been developed and operationalised by IL&FS Education and Technology Services (IL&FSETS). Ajel Infotech Ltd is the technology partner and provided necessary software services and support for the development of the portal. eFresh.com BV of the Netherlands has given the linkage to the international portal, eFresh.com.

The portal will link input suppliers and service providers with the primary food producers or farmers and then with transporters, packaging and storage facilities, food processing units, wholesalers and retailers right up to the family dining table.

For more information please contact:

Media Relations
Ajel Infotech Ltd
info@ajel.com

AJEL INFOTECH LIMITED

Regd. Office :
106, Mhada Commercial Complex New Link Road,
Oshiwara, Jogeshwari (W) Mumbai - 400 102.
Ph : +91-022-26393197 / 26349264

Branch Office :
189, Road No. 72, Prashasan Nagar,
Jubilee Hills, Hyderabad - 500 033. (A.P.)
Ph.: +91-40-6535 6699