

Avendus Capital advises Arya.ag on its INR 7.25 billion series D investment by GEF Capital Partners

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DEAL VALUE	INR 7.25 Billion
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Arya.ag, India's largest integrated grain commerce platform, today announced that it has raised INR 7.25 billion (approximately USD 80 million) in a combination of primary and secondary investment from GEF Capital Partners.

Avendus Capital acted as the exclusive financial advisor to Arya.ag and its shareholders on the transaction.

The investment will enable Arya.ag to deepen its engagement with farmers and their organisations to promote climate smart, market-led agriculture practices. It will accelerate the Company's effort to build resilience among smallholder farmers against uncertainties of climate change through improved access to technology solutions. The funds will also strengthen Arya.ag's ability to control post-harvest losses at the farm gate and across the agricultural supply chain.

Founded in 2013 by Prasanna Rao, Anand Chandra and Chattanathan Devarajan, Arya.ag's model is designed to bridge the trust gap in Indian agriculture, build efficient networks and unlock higher incomes for farmers. Through its integrated value chain approach - spanning pre harvest to post harvest solutions - Arya.ag enables the smallest of stakeholders in Indian agriculture to participate equitably in value chains by helping them decide when and to whom to sell their produce to. Its expanding network of Smart Farm Centres, combined with a comprehensive suite of storage, finance and commerce solutions, helps farmers and FPOs sustainably and structurally improve incomes at scale.

"This investment validates our approach of building integrated solutions that address the real challenges faced by India's farming community. As a partner, GEF shares our conviction on profitably building equitable agri value chains by reducing vulnerability to climate and market risks. We will use this capital to reach more farmers and develop products that reward sustainable practices at the farmgate. Our goal is to ensure that the smallest of stakeholders have access to information (data insights), finance and markets, through affordable technology, and in doing so, have the ability to significantly increase their incomes," said **Prasanna Rao, Co-founder and CEO of [Arya.ag](#)**.

Varun Gupta, Managing Director and Head SEA, Digital, Technology and Consumer Investment Banking, Avendus Capital said, “We are excited to partner with Arya.ag as it continues to scale India’s largest post-harvest grain management platform. Its integrated tech-first model combining storage, finance and commerce is redefining India’s post-harvest agri value chain. GEF’s investment, guided by its climate-focused mission reaffirms the company’s strength in combining strong financial performance with meaningful environmental and social impact for farmers. This transaction underscores our continued focus on backing scalable, tech-driven platforms that are building long-term value across critical sectors of the economy.”

With over 60% of India's workforce engaged in agriculture and more than half of farming households excluded from formal credit sources, Arya.ag's integrated platform addresses a critical gap in the market by providing farmgate level agri networks and solutions, including farm insights, storage, instant finance, and transparent market linkages.

Arya.ag continues to grow as India’s only profitable agritech and has cemented its position as India’s leading integrated agri solutions platform. The company reported net revenue of ₹300 crore in H1 FY26, marking 28% growth over last year, while profits rose 39% to ₹31.5 crore during the same period. With rapid growth across storage, finance, and commerce, Arya.ag has been the partner of choice for farmers, FPOs, agri enterprises, and financial institutions building a more efficient, climate smart agri-ecosystem.

The company's operations currently span 60% of Indian districts with a network of 12,000 agri warehouses, aggregating and storing USD 3 billion of grain annually while enabling disbursement of over USD 1.5 billion in loans to agricultural stakeholders.

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Avendus Group is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Asset Management and Credit Solutions. Established in 1999 in Mumbai, India, Avendus is today present in 11 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

Avendus Capital, the investment banking arm, is consistently ranked among the top investment banks in the country on the back of its in-depth domain understanding and a best in the class track record of domestic and cross-border transactions. Avendus’ wide range of clients is testimony to its ability to serve its corporates throughout their life cycle – from growth stage funding to large-sized transactions, M&A advisory and access to public markets.

Avendus Capital Inc., New York and **Avendus Pte Ltd.**, Singapore are both Avendus Group entities offering services to clients in the US and Southeast Asia respectively.

For more information, please visit www.avendus.com

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