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eFishery commences pilot project in India

eFishery's entry into the Indian market includes an expansive reach with over 1,000 acres of ponds

By **Shraddha Warde** | December 15, 2023



eFishery-announced-the-completion-of-its-commercial-pilot-in-India--marking-a-significant-milestone-

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Southeast Asia's leading aquaculture company, eFishery, announced the completion of its commercial pilot in India, marking a significant milestone in its global expansion journey. The Indonesia-headquartered firm kicked off the pilot project in March of this year, successfully acquiring over 1,000 acres of ponds under contract and distributing more than 3,000 metric tonnes of feed. This achievement brings the firm closer to expanding its footprint to five new Indian states by the end of 2024.

Moreover, the pilot project also signals a broader expansion beyond Southeast Asia with a deliberate, one-country-at-a-time approach to sustainability and impact assessment. Beyond India, eFishery is eyeing opportunities for one or two countries in Asia and Latin America within a year while continuing to export shrimp products overseas. The company's global expansion strategy also focuses on tapping into diverse markets, offering a comprehensive ecosystem to farmers, and creating a "Digital Co-Op" model that provides access to high-quality inputs, IoT technologies, production SOPs, and guaranteed market off-take, ultimately empowering farmers.

Gibran Huzaifah, eFishery CEO and co-founder explained that India is a key part of eFishery's overall growth strategy, which also includes expanding the company footprint in Indonesia and growing in export markets.

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