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bigbasket signs MoU with Andhra Pradesh Government

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By **Shraddha Warde** | January 9, 2025



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bigbasket, a TATA Enterprise, has signed a landmark Memorandum of Understanding (MoU) with the Government of Andhra Pradesh to strengthen the organic produce market linkage. This partnership will enable bigbasket to directly source organic fruits, vegetables, and staple items from organic farmers across the state and supply them to its distribution centres nationwide.

The MoU was signed by the Chief Minister of Andhra Pradesh, N. Chandrababu Naidu, marking a significant step towards strengthening the organic agriculture ecosystem and supporting the state's farmers. As part of the collaboration, bigbasket will establish four new collection centres in Andhra Pradesh, ensuring a daily supply of fresh, high-quality organic produce. The initiative aims to improve the livelihoods of local organic farmers and enhance consumer access to sustainable, organic products.

Speaking on the occasion, Seshu Kumar Tirumala, Chief buying and merchandising officer of Bigbasket, said, "This MoU with the Andhra Pradesh government is a monumental step forward, not just in terms of establishing robust market linkages, but in reshaping the future of agriculture. Our focus goes beyond simply supplying fresh, high-quality organic produce – creating an ecosystem where farmers and consumers thrive. By extending our network of collection centres, we are creating a lasting impact on the local economy, reducing the carbon footprint of our supply chain and improving the accessibility of healthy, organic food for people across India."

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