

## Bartronics India to acquire 51% stake in farm to commerce player AYOU

12 January 2026 | News

**The move marks Bartronics's formal entry into structured agri trade under Project Avio Agritech, and strengthens its presence across the fresh produce value chain**



**The move marks Bartronics's formal entry into structured agri trade under Project Avio Agritech, and strengthens its presence across the fresh produce value chain**

Bartronics India Limited has received Board approval for a strategic 51 per cent investment in AYOU, the fresh produce brand operated by Shree NagaNarasimha Pvt. Ltd. (SNN), a Bengaluru-based organised fresh produce aggregation and processing company. The move marks Bartronics's formal entry into structured agri trade under Project Avio Agritech, and strengthens its presence across the fresh produce value chain.

AYOU aggregates fruits and vegetables directly from farmers, FPOs, mandis and collection centres, undertakes grading and processing, and supplies leading quick commerce and modern retail platforms. The company currently works with Blinkit, Zepto, Swiggy Instamart, BigBasket, Ninjacart, More Retail and other organised retail partners, serving as a reliable supply partner in the fast-growing quick commerce ecosystem.

Based in Bengaluru, AYOU operates a 6,000 sq. ft. processing and grading facility with capacity of up to 900 tonnes per month, supported by sourcing hubs and collection centres across multiple agri belts. While demand from organised buyers has remained strong, the company's growth has so far been constrained by working capital and scale limitations. Bartronics's investment is expected to unlock expansion across aggregation volumes, processing capacity and trade cycles, enabling the addition of new SKUs and higher-margin processing-led categories.

Beyond domestic growth, Bartronics and AYOU are jointly evaluating export-led opportunities, with Dubai being assessed as a strategic base for agri exports, particularly for premium fruits and vegetables. The companies are also exploring the possibility of selective imports of dry fruits and exotic produce into India, creating a two-way agri trade corridor. Singapore and other international markets are under evaluation as part of the longer-term roadmap.

Commenting on the development, N. Vidhya Sagar Reddy, Managing Director of Bartronics India Limited, said, "This investment in AYOU is a practical, execution-led step in our agritech journey under Project Avio Agritech. AYOU brings an established operating platform with strong off-take relationships across quick commerce and modern retail. It allows us to scale alongside an existing demand base today while building capabilities in aggregation, value addition, exports and agri-commerce over time."

AYOU is led by Co-Founders K. Ramagopal, who brings over two decades of entrepreneurial and agri supply-chain experience, and Anand Kumar, a farmer and sustainability-focused operator with deep experience in producer

engagement. Together, they have built AYOU into a trusted aggregation and processing partner for organised trade customers.

Project Avio Agritech is Bartronics's long-term initiative to build an integrated agritech and agri-commerce platform. With the investment in AYOU, Bartronics has moved from strategy articulation to on-ground execution, creating a scalable base across organised fresh produce, processing and agri trade.