



## **Pixofarm signs on as an “OpenAg Digital Partner” with UPL to bring digital technologies to apple growers**

***UPL to collaborate with Pixofarm on its smartphone application that helps apple growers optimise their operations and improve orchard management.***

Barcelona, Spain, 21 June 2021 — UPL Ltd., a global provider of sustainable agriculture solutions, announced today that it was partnering with Austrian company Pixofarm GmbH to bring exciting new digital technologies to apple farmers. Pixofarm and UPL will work together to expand grower access to Pixofarm’s technology to help improve efficiency, productivity, and sustainability of fruit farms.

Pixofarm, an agtech start-up and recent winner of several awards including:

- Interpoma Startup Awards, Winner, 2020
- Global Startup Awards, Best Newcomer, 2020
- Startup Europe Smart Agrifood Summit, Best Practical Solution for the Agrifood Sector, 2020

has developed a digital solution that helps apple producers optimise their harvest by measuring fruit size, fruit count, size distribution, and forecasting yields. With this data, fruit producers can optimise the application of inputs, increase their production and efficiently plan and improve their operational activities such as logistics, packaging, warehousing, sales and marketing.

UPL – one of the world’s leading agri-inputs companies and a key supplier of crop protection, biological and organic inputs to fruit growers – believes that Pixofarm can help apple growers reduce costs and optimise yields by improving growers access to data on the status of their crop and orchard. UPL will support Pixofarm’s growth by expanding its access to apple growers across Europe, and giving Pixofarm additional capital to invest in accelerating product development towards a fully integrated smart farming solution. As an OpenAg Digital Partner, Pixofarm’s expansion will be supported by the UPL network which currently operates across 130 countries.

Jai Shroff, Global CEO of UPL, said “As part of our OpenAg purpose, we are constantly looking to embrace innovative young companies with new and better ways of helping growers deliver better outcomes for the consumer and the environment. We are excited to collaborate with one of the most promising agtech startups, Pixofarm, who is putting the power into the hands of the growers to gain high quality real time data about their orchards, reimagining sustainability at the farm level.”

Farid Edrisian, CEO of Pixofarm GmbH, said “As one of the world’s leading agri-input companies, UPL’s collaboration with Pixofarm is a strong endorsement of Pixofarm’s unique technology. Our partnership with UPL will give us endless opportunities to provide value for fruit producers, expand our solution across the fruit production value chain and ensure sustainable fruit production. We look forward to working alongside UPL as we continue to expand around the world.”

## **ABOUT UPL**

UPL Ltd. (NSE: UPL & BSE: 512070) is a global provider of sustainable agriculture products & solutions, with annual revenue exceeding \$5 billion. We are a purpose-led company. Through OpenAg, UPL is focused on facilitating progress for the entire agricultural value chain. We are building a network that redefines the way an entire industry thinks and works – open to fresh ideas, innovative ways and new answers as we strive towards our mission to make each food product more sustainable. As one of the largest agriculture solutions companies worldwide, our robust portfolio consists of biologicals and traditional crop protection solutions with over 13,600 registrations. We are present in over 130 countries, represented by more than 10,000 colleagues globally. For more information about our integrated portfolio of solutions across the food value chain including seeds, post-harvest, as well as physical and digital services, please visit [upl-ltd.com](http://upl-ltd.com) and follow us on [LinkedIn](#), [Twitter](#), [Instagram](#) and [Facebook](#)

## **ABOUT PIXOFARM**

Pixofarm is a digital solution, which empowers fruit producers worldwide to get the most out of their orchards by providing reliable yield monitoring and forecast data. With these data, they can increase their production and efficiently plan and optimize their operational activities like logistics, packaging, warehousing, sales and marketing. All they need to do is taking pictures of a certain number of apples and trees with their smartphones. We use artificial intelligence, machine learning and image processing technology to accurately detect, measure and count fruits and calculate forecasts. For more information about our solution, please visit [pixofarm.com](http://pixofarm.com) and follow us on [LinkedIn](#), [Twitter](#), [Instagram](#) and [Facebook](#).

### **Investor Relations Contact:**

Radhika Arora  
Head of Investor Relations  
UPL Ltd.  
[Radhika.arora@up-ltd.com](mailto:Radhika.arora@up-ltd.com)