

# Mahindra's FES rolls out Krish-e centres in Karnataka

## OUR BUREAU

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Mahindra & Mahindra Ltd's Farm Equipment Sector (FES) division has launched its "Farming as a Service" business in Karnataka by rolling out the Krish-e centres in five locations across the State.

The Krish-e centres, set up in Jamkhandi, Mysore, Bijapur, Bidar and Gulbarga, will provide a range of solutions to farmers including agronomy advisory, access to advanced farm equipment rentals and new age precision farming solutions, the company said in a press release.

"Krish-e aims to transform the lives of farmers, by helping them adopt better more effective farming techniques powered by Artificial Intelligence, Internet of Things and digital solutions that are affordable and accessible paving the way for increased productivity and profitability," said Hemant Sikka, President,

FES, M&M Ltd, in the release.

Ramesh Ramachandran, Senior VP, FES Strategy & FaaS, M&M, said, "Krish-e currently has approximately 1,900 demo plots, where we work alongside farmers to showcase visible impact through a combination of agronomy inputs and advanced mechanisation solutions."

## Tapping AI & IoT

Krish-e Precision Farming solutions use a variety of sensors and cameras on the farm, on drones, on satellites and on farm equipment to collect soil, crop and machine data. AI algorithms transform this data into user friendly and insight rich field maps, enabling farmers and agronomists to run variable rate farming operations, using intelligent machines.

Krish-e has launched three apps to deliver advisory and rental services in a differentiated and farmer focused manner.