

Tropical Agro Drives Scalable Shelf-Life Innovation to Combat Harvest Loss Expands Reach of SmartFresh™ InBox, a Revolutionary AgroFresh Technology, Across India

Chennai, India, XX, July 2025 — Tropical Agrosystem (India) Pvt. Ltd., a leading player in India’s crop protection and plant nutrition sector, is expanding the reach of SmartFresh™ InBox, a revolutionary post-harvest solution from AgroFresh Inc., USA. The partnership aims to address one of the most pressing challenges in Indian agriculture—post-harvest loss—by enhancing the shelf life of fruits and vegetables during storage and transportation.

With over 30% of fruits and vegetables wasted annually in India before they reach consumers, SmartFresh™ InBox directly addresses this critical issue. The technology offers on-the-go protection for packed fresh produce during transport. It extends freshness and reduces post-harvest losses. The innovation is powered by **1-methylcyclopropene (1-MCP)**, a plant growth regulator that delays ripening and slows the aging process by blocking the effects of ethylene—a natural hormone that accelerates fruit softening and spoilage. **Tropical Agro is currently the only company in India with registration to use 1-MCP.**

Designed for simplicity and flexibility, SmartFresh™ InBox comes in easy-to-use sachets that are placed directly into produce boxes—at storage in farmers backyard, controlled atmospheric stores, port, or during transit. This eliminates waiting periods and allows immediate movement of produce, reducing delays and minimizing food waste.

In India, SmartFresh™ InBox is approved for apples, with promising trials underway for a range of fruits and vegetables. Globally, including in the U.S., the technology has been successfully used on crops such as apples, pears, plums, kiwifruit, tomatoes, broccoli, cantaloupes, melons, and watermelons. In addition, it has shown effectiveness on grapes, guava, sapota, pomegranate, and custard apples.

Beyond extending shelf life, SmartFresh™ InBox offers operational advantages—it reduces reliance on cold storage, optimizes space utilization, and supports sustainability goals by lowering energy consumption and carbon emissions.

The technology aligns seamlessly with Tropical Agro’s broader sustainability mission and its focus on stakeholder prosperity. Its rollout in India builds on the success of the company’s #SawalKalkaHai campaign, which advocates for environmentally responsible farming and conscious consumer choices.

The partnership between Tropical Agro and AgroFresh Inc., USA brings together two companies united by a strong commitment to sustainability. As part of the collaboration, Tropical Agro will bring a range of innovative solutions from AgroFresh Inc., USA to the Indian market.

“We are proud to bring SmartFresh™ InBox to India at a time when reducing food waste is critical. This partnership with AgroFresh empowers our farmers and the agri-supply chain with a reliable, scalable freshness solution to help optimise resources and maximise returns,” said **K. Venkatasubramanian**, General Manager – Post Harvest Business, Tropical Agrosystem (India) Pvt. Ltd.

“India is a key market for AgroFresh Inc., USA, and we are excited to partner with Tropical Agrosystem India Pvt. Ltd. to bring our proven post-harvest technologies to farmers and supply chain players across the country. With their extensive reach and commitment to farmer empowerment, SmartFresh™ InBox is poised for great success here,” said **Dr. Sanjoy Kumar Kundu**, Account Manager – AgroFresh Inc., USA in India.

SmartFresh™ InBox is available in packs of 250 sachets, with two dosage variants—0.625 grams and 1.25 grams—catering to different produce volumes and handling needs.

About Tropical Agrosystem (India) Pvt. Ltd.

Established in 1969, Tropical Agro is a leader in India’s crop protection and plant nutrition industry, with a diversified portfolio across Chemical, Biological, and Organic segments. A part of the Jhaver Group, the company is dedicated to empowering farming communities and advancing responsible, sustainable farming practices across the country.

Recognized for its unwavering commitment to innovation, quality, and environmental stewardship, Tropical Agro has earned numerous accolades, including the ICFA, AIASA, IEDRA, and BioAg India awards. The company is certified with globally recognized standards such as ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, WHO-GMP, IMO, DSIR, NABL, and TUV SUD South Asia, highlighting its excellence and adherence to the highest industry standards.

With a robust turnover of ~USD 200 million, the company operates a comprehensive farm-to-consumer value chain, impacting over **8 crore farmers**. Its operations are powered by **20,000+ distributors and retailers**, **4,000+ field assistants**, and **1,100 employees**, delivering **300+ crop solutions**, ranging from seed treatment to post-harvest care, developed across **7 manufacturing facilities** and **3 R&D hubs**.

Addressing pressing global challenges such as food security, soil health preservation, and safe farming practices, Tropical Agro remains at the forefront of revolutionizing agriculture. Guided by a vision of sustainable growth, the company continues to champion India's ambition to become the **"Food Basket of the World."**

About AgroFresh Inc., USA

AgroFresh is the global leader in post-harvest quality and freshness solutions that enhance quality and extend shelf-life of fresh produce, reducing food loss and waste. AgroFresh has been innovating for more than 40 years to address fresh produce supply chain challenges from all angles with a full suite of integrated storage, packing line and digital solutions. As the pioneer of SmartFresh™, the world's first introduction to 1-MCP technology used to slow ripening, and Uvasys™, the world's first laminated SO2 generating sheets that prevent fungal decay in produce, AgroFresh empowers growers, packers and retailers to succeed in delivering fresh, quality and sustainable produce from harvest to home. To learn more about AgroFresh, visit www.agrofresh.com.

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