



Chia Tai launches Farmlnno (Thailand) brand to provide smart agri solutions

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Chia Tai Company Limited, Thailand's leading innovative agricultural company, launches a new business for agricultural solutions under the "Farmlnno (Thailand)" brand, paving its way towards becoming a leading agricultural solution provider, while also partnering with major agricultural technology companies to present a wide variety of innovations, including drones for smart farming, smart greenhouses, and agricultural community platform. In addition, the effort includes the development of an all-in-one knowledge and agricultural community platform, with gurus recommending cultivation information, products, and agricultural services.

Manas Chiaravanond, Chief Executive Officer, Chia Tai Company Limited, said, "Another important step for Chia Tai in this new century is to become a leading agricultural solution provider, developing a comprehensive Agri Eco-System from upstream, midstream, to downstream, while also trying to explore and advance state-of-the-art technology and agricultural solutions in order to bring innovations to solve agricultural complications and issues, as well as to promote and develop farmers' skills and capabilities in all cultivation processes. This new business brand called "Farmlnno (Thailand)" will be a valuable asset for Thai farmers in bolstering efficiency, saving labor, and making farming smarter and more convenient than before.

At Chia Tai, we aspire to contribute to the transformation of Thailand's agricultural industry, to add to farmers' ability to grow more efficiently, and more notably, to instil a great sense of pride in the farmer's profession while also advocating for safe, high-quality produce and improving the quality of life for both farmers and consumers in accordance with our strong commitment to sustainability.

Dr Wallapat Kaewumpai, Chief Strategy Officer, Chia Tai Company Limited, further added, "With more than a century of expertise in the agricultural industry, Chia Tai has accumulated an extensive and diverse body of agricultural knowledge, which has led to our ambitious goal to establish a new s-curve business like FarmInno (Thailand). Certainly, this endeavour will reiterate our position as the major player in agricultural innovation that provides a comprehensive range of products and services to seamlessly address our customers' needs. Our mission is to help farmers minimize constraints and boost productivity so that they can consistently produce high-quality crops, despite difficulties brought on by various external factors, such as unpleasant weather or plant diseases".