



**Mr. Abinash Gupta**

Mr. Abinash Gupta, Director Agriculture, McCain Foods Limited. He has over 33 years of work experience in the field of agriculture business, along with the basic degree in agricultural sciences from Allahabad Agricultural Institute, Naini and post-graduation diploma in rural management from Institute of Rural Management, Anand. As Director Agriculture in McCain, he has the responsibility of complete supply of basic raw material mainly process grade potato round the year to factory. He is managing contract farming through his team with more than 1200 growers in Gujarat, Punjab and Himachal for seed and ware multiplication. He has been instrumental in importing French Fry varieties with the help of ICAR-CPRI, testing for adaptability and suitability in local condition, and maintain the seed pipeline as per demand of ware potato and its storage. He started his career with NDDDB's Fruit and Vegetable Project from inception to stabilization, where he worked directly with farmers in improving yield of potato along with other vegetable crops. Afterwards he worked with Frito Lay a division PepsiCo as GM Agro, where he was handling R&D activities, purchase, contract farming and ware house management. Besides, he has also worked with Reliance Retail as National potato head and CEO Fresh and Food Park in Keventer Agro Ltd.