

# SUCCESS STORIES OF STARTUPS

*Under RKVY RAFTAAR Scheme*

## Laymen Agro Ventures Pvt Ltd

**Founder:** Selvakumar Varadharajan

**Focus Area:** Supply Chain & Agriculture Logistics

**Website:** <http://www.vilfreshindia.com/>

**Email:** [selvakumar.kv@gmail.com](mailto:selvakumar.kv@gmail.com)

**Location:** Tamil Nadu

**Year of Startup Incorporation:** 2016

**Incubated in:** 2020-21 at IARI



The startup, under its brand "VilFresh," is bridging the rural-urban gap.

This Agtech supply chain startup onboards farmers through its tech platform and procures food commodities like vegetables, fruits, leafy greens, grains, pulses, Farm Fresh A1 milk, Desi Cow A2 milk, and other dairy products from them.

Authentic and organic products (without any preservatives or adulterations) are freshly sourced and delivered on time to urban consumers.



Data Year-(2023-2024)