



Mr. Sanjay Chhabra
President & Business Head, Shriram Farm Solutions
(unit of DCM Shriram Limited)

Mr. Sanjay Chhabra, an engineer and MBA by qualification, has over 27 years of diverse experience in Agri-Input & Rural markets of India. He joined DCM Shriram Limited in 1991 as a Management Trainee in the Shriram Farm Solutions division and gained tremendous experience in rural markets, over the years. Mr. Chhabra has vast experience in the field of seeds, plant nutrition, crop care chemicals, farm equipment and animal health products. Besides, he has also been instrumental in building India's first rural retail initiative, Hariyali Kisaan Bazaar, pioneered by DCM Shriram. Mr. Chhabra's first-hand experience of last mile delivery of farm inputs as well as advisory has given him sharp insights about farmer behavior in the developing world. Mr. Chhabra heads Shriram Farm Solutions, the 150 mn USD Agri-Input business of DCM Shriram Limited spread over most parts of India. Mr. Chhabra has widely travelled and keenly followed growth of Agri-Input and Rural Markets in countries like Australia, South East Asia, Africa and the developing world. A strong believer in the change that the new generation agri-technology can unleash in the developing world, he is a keen follower of new age Ag-Tech start-ups. He has been a guest speaker at business forums in India & abroad organized by IFA, CII, FICCI and premier business colleges like IIM Ahmadabad, IIFT Delhi, MDI Gurgaon besides several others. He has also been a member of the Agriculture Committee at CII, India.