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# Bayer strengthens its phygital connect with Indian farmers as FarmRise app reaches 5 million users

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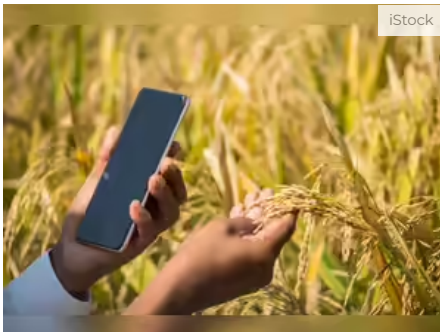
## Synopsis

The initiative also includes digital marketplaces, satellite-based insights for risk protection, and AI-powered advisory, aiming to enhance farmer decision-making and sustainability.

**ET AI Briefing**

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By simplifying access to credible and timely information, FarmRise helps bridge the digital divide while strengthening farmer decision-making capabilities.

**Bayer** announced the continued expansion of its phygital ecosystem for **Indian farmers**, led by **FarmRise**, its farmer-focused digital platform, and supported by a growing portfolio of **Direct-to-Farmer** (D2F) digital initiatives spanning advisory, insurance, credit, market access and sustainable farming practices.

FarmRise reaches over 5 million registered farmers nationwide. Built around real farmer needs, the mobile app brings together agronomy advice, local weather updates, mandi prices, government schemes and crop-specific content in one simple interface. The platform supports nine+ Indian languages, including Hindi, Marathi, Tamil and Telugu, and is designed for ease of use, even for farmers new to smartphones.

By simplifying access to credible and timely information, FarmRise helps bridge the digital divide while strengthening farmer decision-making capabilities.

### Technology that builds trust and delivers outcomes

A key feature of FarmRise is its anti-counterfeit (ACF) scanning capability, which allows farmers to verify product authenticity directly through the app. To date, the feature has seen 10 million+ scans, strengthening awareness around product safety and reinforcing trust in genuine inputs.

FarmRise also leverages artificial intelligence to make farmer engagement faster, sharper and more result oriented. Its in-house developed AI-powered chatbot launched in 2025 provides instant responses to crop- and farm-related queries in simple language, reducing dependency on physical touchpoints for routine advisory. So far, the chatbot has handled 25 thousand farmer queries, enabling scalable access to expert guidance anytime, anywhere.

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Over the past 18 months, FarmRise has recorded strong growth across installs, monthly active users and feature adoption, reflecting rising relevance and engagement.

### A broader digital ecosystem

While FarmRise serves as the central engagement platform, it is part of a wider Direct2Farmer(D2F) ecosystem that Bayer has built to address diverse farmer needs across the value chain.

This includes FarmRise One, a digital marketplace platform integrated with on-ground operations supporting over 500 Farmer Producer Organisations (FPOs) and over 200,000 farmers, enabling access to agricultural inputs from Bayer and its network of partners, credit from a variety of lenders and direct market linkages to premium buyers, so farmers get the best possible price for their produce and FPOs earn better margins.

Bayer has also launched Alivio, a digital platform that uses high resolution satellite data to provide farmers with plot-based data and insights and plot-level risk protection for smallholder farmers facing weather uncertainties. Unlike traditional insurance, Alivio triggers instant benefits when agronomic thresholds are breached, allowing farmers to redeem them immediately at nearby Bayer retailers for seeds and crop protection inputs. Currently, the offering is available in selected crops like onion, corn and will be expanding to other crops this year.

Complementing these is the Ask Deena WhatsApp Chatbot, which supports Bayer's work in Direct Seeded Rice (DSR) through its DirectAcres by guiding farmers on more sustainable and resource-efficient rice cultivation practices. Ask Deena has engaged 25,000+ farmers across key rice-growing states.

Together, these platforms allow Bayer to engage farmers not only on agronomy, but also on risk management, market access and sustainability, while using digital intelligence and AI to tailor interventions more effectively.

"FarmRise is not just an app, it is becoming a strong digital foundation for how we engage with farmers at scale," said Simon Wiebusch, Country Divisional Head, Crop Science Division of Bayer for India, Bangladesh & Sri Lanka.

"Technology for us is not about replacing relationships; it is about amplifying trust by combining our field expertise with digital and AI-driven solutions."

### **Blending legacy with innovation**

Bayer's digital platforms are part of its broader phygital promise, blending over 160 years of global on-ground agricultural expertise with the power of digital technology. Alongside strong field presence, Bayer continues to invest in digital outreach and data-driven tools that strengthen farmer engagement across touchpoints.

As India's [agri-tech](#) ecosystem continues to evolve, Bayer's phygital approach demonstrates how deep agricultural knowledge, trusted relationships and thoughtful use of technology, including AI, can deliver meaningful, large-scale impact. By strengthening FarmRise and scaling complementary digital platforms such as Alivio, FarmRise One and Ask Deena, Bayer continues to reaffirm its commitment to empowering farmers and shaping a more resilient and sustainable future for Indian agriculture.

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