



SIMPLY FRESH

A JOURNEY TOWARDS NUTRIENT-RICH, SUSTAINABLE FOOD
OPTIONS THAT BENEFIT BOTH PEOPLE AND THE PLANET

Shweta Singh | The CEO Magazine

We live in a world fraught with the complexities of climate change, urbanisation, and dwindling natural resources. With the global population projected to soar to nearly 9.8 billion by 2050, food production would need to increase by 70%. Traditional farming methods are struggling to keep pace, and the urgency for a sustainable solution in food production has never been more pressing. Over the past few years, we have seen an increased focus on alternate farming sources, and modern farming techniques like precision farming and hydroponics have emerged as clear winners. It offers a way to cultivate fresh, vibrant produce with minimal environmental impact.

Simply Fresh, founded in 2014, is a pioneer in modern agriculture, dedicated to transforming food production through advanced hydroponic and precision farming technologies. With a mission to provide high-quality, residue-free crops while conserving resources like water and eliminating harmful pesticides, Simply Fresh promotes sustainable agriculture on a global scale.

MR SURYAPRAKASH KUKYAN, CEO & DIRECTOR, SIMPLY FRESH

Mr Kukyan brings over thirty years of experience across diverse sectors, including Agribusiness, Pharma, Edtech, Fintech, IT, and Professional Services. His journey has been marked



SURYAPRAKASH KUKYAN
CEO & DIRECTOR - SIMPLY FRESH

by a commitment to understanding Business Operations, Human Potential Development, and Strategic Inclusive Growth, aiming to blend business acumen with innovation and sustainability.

Before joining Simply Fresh, he worked with organisations like OPI, EXL Services, E&Y, and KPMG, where he provided strategic insights on scaling businesses and leveraging technology for growth. “My passion for sustainable agriculture was sparked by the pressing challenges of unpredictable weather, water scarcity, and chemical overuse in conventional farming,” shares Mr Kukyan.

At Simply Fresh, the mission remains strong despite the challenges of building infrastructure and gaining consumer trust. Mr Kukyan emphasises, “Today, I’m proud to be part of a team that consistently delivers residue-free produce to global markets while promoting sustainable agriculture and fostering a healthier future.”

DELIVERING INNOVATIVE SOLUTIONS FOR MODERN AGRICULTURE

Simply Fresh addresses the pressing challenges of modern agriculture by offering innovative solutions to cultivate premium, residue-free produce through AI-assisted hydroponic and precision farming practices. One of the industry’s significant challenges is the environmental impact of traditional farming. “By using cutting-edge hydroponic systems, we drastically reduce water consumption, eliminate harmful chemicals, and minimise energy use,” says Mr Kukyan.

Simply Fresh incorporates closed-loop water and nutrient recycling systems to enhance food security and reduce its carbon footprint. The company’s unique, R&D-backed approach allows it to tailor its offerings to meet the specific needs of clients. Their innovative systems support consistent year-round production, and their controlled environments reduce contamination risks and produce high-quality, pathogen-free crops with extended shelf life. “Through ongoing research, we’re customising crop variants for diverse geographical regions, making farming more efficient and sustainable as we expand globally,” adds Mr Kukyan.

With a commitment to sustainability, Simply Fresh serves supermarkets, restaurants, food factories, and nutraceutical companies on a large scale, delivering fresh produce without compromising on quality, regardless of the season.

SIMPLY FRESH'S USP: REVOLUTIONISING HYDROPONICS

Simply Fresh sets itself apart through its innovative use of AI, IoT, and climate engineering in hydroponic farming, ensuring optimal growing conditions and maximum efficiency. Operating from a state-of-the-art 140-acre farm, the company utilises its proprietary ‘Farm in a Box’ technology to leverage these advancements, allowing precise control over temperature, humidity, light, and CO2 levels for year-round, nutrient-rich produce. “By integrating data analytics and real-time monitoring, we can fine-tune every aspect of our operations, resulting in higher yields and superior-quality produce,” shares Mr Kukyan.

Customer satisfaction is central to Simply Fresh’s strategy, driven by its commitment to high standards and tailored solutions. Their rigorous quality control process, from seed selection to packaging, ensures top-quality, residue-free produce, while precision farming techniques deliver over 250 tonnes of fresh produce monthly. “Our focus on meeting specific client needs has helped us build long-term relationships with over 130 businesses across various geographies, including the GCC, USA, Europe, India, and Singapore,” adds Mr Kukyan. By adhering to global certifications like Global GAP, FSSAI, BRCCS Food Safety, ISO 22000:2018, DSIR, and Kosher, Simply Fresh fosters trust and reliability, reinforcing its competitive edge in the agritech industry.

WHAT LIES AHEAD FOR SIMPLY FRESH

Simply Fresh is currently focused on expanding its product range, particularly in the nutraceutical crop segment, to meet the rising demand for health-oriented food. By investing in AI-driven analytics and collaborating with research institutions, they are continuously refining precision farming techniques and optimising resource management. “We’re proud to have developed 135 crop variants for hydroponic farming, and our ability to produce 250 tonnes of fresh produce monthly demonstrates the success of our advanced technology and sustainable practices,” shares Mr Kukyan. These efforts contribute to a consistent global supply of high-quality, residue-free produce. As Simply Fresh evolves from a domestic agritech leader to a trusted global supplier, they now serve leading companies in sectors such as HoReCa, F&B, Nutraceuticals, Pharma, Hyperlocal eCommerce,

and Retail across the GCC, USA, Europe, India, and Singapore. Looking ahead, the company is poised for further global expansion while maintaining its leadership in sustainable agriculture. “Our vision is to introduce innovative product lines and penetrate new markets, catering to the health-conscious consumer,” says Mr Kukyan.

The company is committed to advancing water conservation, nutrient recycling, and composting to foster a circular economy in agriculture. By integrating AI, IoT, and renewable energy solutions, Simply Fresh aims to optimise farming, reduce its environmental impact, and continue promoting sustainable practices that benefit both consumers and the planet.

LEADERSHIP MANTRA

Mr Kukyan’s advice to aspiring entrepreneurs is to remain curious. “Don’t be afraid to challenge the status quo,” he says. “Agriculture, like many other industries, is ready for disruption and can greatly benefit from new ideas and technological advancements. Bring fresh perspectives to the table—this sector needs creative solutions to tackle challenges like food security, sustainability, and climate change.”

He continues, “It’s important to realise that sustainability isn’t just a buzzword; it’s essential for the long-term success of any agribusiness. Commit to resource-efficient practices and make sustainability a key part of your business model. Doing so will not only help your business thrive today but also ensure its growth in the future.”

Mr Kukyan also highlights the importance of teamwork: “Surround yourself with people who share your vision and values. A dedicated team that believes in your mission will be your biggest asset. Together, you can overcome challenges, push the boundaries of innovation, and create a sustainable future for the industry.” ■