

# Agristo expands factory in Bijnor

- The joint venture is investing an additional **€80 million**, bringing the total investment to over **€120 million**. The local Indian farmers have been able to double their harvests and yields in three years, and the end products are reaching consumers worldwide.
- **Her Royal Highness Princess Astrid of Belgium, Uttar Pradesh Finance Minister Suresh Kumar Khanna, Chief Secretary from Uttar Pradesh Manoj Kumar Singh, Flemish Prime Minister Matthias Diependaele, Minister of Foreign Affairs Maxime Prévot**, and the **delegation of the Belgian economic mission** visited our **Bijnor site, Uttar Pradesh, India**. Together, they laid the **foundation stone** for our **new French fries production line**, marking a **major milestone in our expansion**.

## **Bijnor, March 2, 2025**

Agristo Masa Pvt Ltd, a joint venture between Masa Global and Agristo, has made a significant impact on the agricultural sector in western Uttar Pradesh over the past three years. Thanks to the Bijnor factory, local farmers have seen a significant increase in their incomes. With a new **€80 million investment**, the sector will be further strengthened, benefiting an additional **2,500 farmers**, on top of the 500 farmers already earning a stable income through the facility.

Since its launch in **July 2022**, potato yields in the region have nearly **doubled**, from **17 tons per hectare to 32 tons per hectare**—one of the highest in India. The factory serves both the Indian market and export regions such as **North America, the Middle East, Southeast Asia, and Japan**. Previously, €40 million was invested in a potato flakes production facility. With this new €80 million investment, a state-of-the-art production line for frozen potato products will be installed—an important step in the company's ongoing growth.

Kristof Wallays, Director of International Expansion, Innovation, and Sustainability at Agristo:

*"The factory in Bijnor demonstrates that we can achieve great results by combining vision and technical expertise. Our collaboration with Masa Global Food allows us to contribute to the rapidly growing Indian agriculture and food processing sector, benefiting all stakeholders involved. We are also collaborating with other Belgian companies such as Vyncke (through their Indian branch Forbes Vyncke) and AVR, specialists in harvesting machinery."*

The Minister-President of the Flemish Government, Matthias Diependaele, emphasized how the factory symbolizes the strong economic ties between Flanders and India.

*"Flanders is known for groundbreaking innovations, and this factory in India is a great example of that. With Flemish technology, we are building the future here. This investment not only strengthens the Indian economy but also fosters new innovations and closer cooperation with local farmers," said Matthias Diependaele.*

### **About Agristo**

From earthy tubers to golden yellow fries: Agristo loves potatoes. We have been since 1986. From a modest family business in frozen potato inspired products back then to a global player today. Amidst the growing numbers, however, the same familial values remained.

Taking up a leading role as a sectoral innovator, we serve more than 540 customer brand and food service clients in 145 countries. Providing consistency in quality, supply and delivery. With the capabilities to co-create signature products and market differentiators at a fast pace.

The classics? Pre-fried fried, crispy croquettes and others. They're made to authentic perfection.

Agristo has built up an annual capacity of nearly 900,000 tons of finished products and aims to increase its capacity with 5% each year, investing in modern fully automated production, to ensure its clients get the qualitative products they desire.

From seed potatoes to distribution, from customer service to market research; more than 1,500 Potatoholics are committed every day to make our mission a success in our high-tech facilities in Belgium, The Netherlands and India. For a crispy fry with a five-star review, duchesses in ecological packaging or a fun new dipper shape to lick your finger and thumbs ... both in retail and food service, Agristo provides one hundred percent taste and atmosphere.