

Meet Anil Chopra



Anil Chopra is a Founder Director of Vegfru, an ambitious web platform where anyone can freely trade products and services related to fruit and vegetables trade irrespective of geographic, cultural, regulatory, or logistical boundaries.

In the past Anil managed Agribusinesses for organizations like [NDDB](#), [Safal](#), [Reliance Retail](#) and [Subhiksha](#) at leadership positions and gained rich insights into fresh produce value chains besides getting hands on experience on functions like Sourcing, Crop Planning, Retail Operations, Wholesale Markets, Cold Chain, Frozen Foods, Merchandising, Procurement, Warehousing, Logistics, Quality, Postharvest, Training, Exports, Sales & Marketing, Strategic Planning and Business Development etc.

As a perishable food supply chain and retail consultant, Anil worked with clients across the World to capture their attention, sell them ideas and move their people to action in developing, managing and turning around (or even closing down) their fresh produce supply chains and retail operations.

Besides creating [Vegfru](#) and handling agribusiness consulting assignments, Anil is also a Founder Director of [Wingify](#), a software export company that serves to customers like Microsoft, AMD, GE, Symantec, Mitsubishi, ICICI Bank and retailers like Target, Dominos and Sears across 100 Plus countries. He oversees Finance, Accounts, Legal, Commercial and Admin functions of the company and its US Subsidiary.

After donning various hats within and outside the organizations he served, Anil has over the years metamorphosed into an agribusiness consultant, a company director, a professional manager, a trainer and a tech evangelist.

His personal mission is to deliver messages from the field to the entire fresh produce business about the real world of produce and its future direction in his own provocative way. His current focus has been shaped by his hands-on involvement in fresh produce business at multi levels, as well as the intellectual pursuit of thinking about how the B2B technology companies operate and how technology could do better to change the agribusinesses forever.

In a way he is engaged in exponential multiplication of his expertise, knowledge and beliefs in transformation of primitive, traditional agricultural marketing systems anywhere into a modern, transparent and efficient platform thereby significantly contributing to the economies he works in. This mission has culminated in initiating establishment of [Vegfru](#), a virtual market place for fresh produce.

Anil lives in New Delhi, INDIA. He is married to Sunita and have two kids, including a [son](#) who has been one of the Forbes 30 under 30 and love to explore many challenging and exciting hobbies and pastimes including but not limited to Blogging, Social Media, Gadgets, Food, Books, Travel and Music.

Anil also occasionally writes on fruit and vegetables matters on his own blog at [anilchopra.com](#). He occasionally tweets on all things fresh and shares a large worldwide network with 2000 plus industry professionals over LinkedIn.

