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# Aukrit Unahalekhaka: Bringing Farm Data Closer to Thai Growers

[illegible] question familiar to many technology founders: could digital tools [illegible] better decisi[illegible] Co-founder Aukrit Unahalekhaka has spent years [illegible] against the rea[illegible] farmers.

Aukrit Unahalekhaka · Co-founder · Ricult
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CEO Ricult X CEO Microsoft

## Start with how a farmer makes a decision

A farmer deciding when to plant or sell is working with incomplete information. Rain may arrive early or late. A pest can spread before it is visible across a field. Prices shift between harvest and the day a crop reaches a buyer. For smallholders, a poor decision can consume a season's income.

Ricult was built around this information gap. Co-founded by Thai entrepreneur Aukrit Unahalekhaka and Pakistani co-founder Usman Javaid, the agritech company uses digital tools to connect farm information with practical services. Its proposition has included weather and crop guidance, market links and access to finance. The aim is to make a technology platform useful at the point where growers decide what to do next.

FARM DATA THAT TRAVELS

**Aukrit Unahalekhaka**

Voice messages and visual cues in the field

The October 2026 IMF–World Bank Annual Meetings programme lists Unahalekhaka as co-founder and CEO of Thara Green. This profile follows his work building Ricult.

Unahalekhaka's interest in agriculture was personal before it became a company problem. In a 2025 interview with The ASEAN Magazine, he described growing up in a farming family and wanting to bring technology to the sector. He and Javaid met while studying at the Massachusetts Institute of Technology and launched Ricult in 2016. The founders' experience in software and engineering gave them a way into agriculture, but it did not tell them how farmers would use a product.

## A product has to fit the field

The most revealing part of Ricult's design is how it has had to adapt to users. The ASEAN Magazine reported that the service's interface developed through observation of farmers, with visual cues, voice messages in local dialects and minimal text. This is not a cosmetic choice. In a field where network conditions, literacy and time vary, a technically capable app can still be unusable if its instructions assume an urban customer.

Ricult has also worked across the chain around the farm. A recommendation about planting is more valuable when it connects to inputs, buyers or credit. A buyer may benefit from better visibility into supply, while a farmer may benefit from clearer information about demand. The company's challenge is to make these relationships dependable, not merely to put them on a screen.

In 2020, Bangkok Bank reported that Ricult had secured pre-Series A investment from Bualuang Ventures and Krungsri Finnovate. The bank described the product as combining weather analysis and satellite technology to help farmers and agribusinesses manage farms, improve yields and access online markets. That support tied Ricult's technology to a question of financial access: better information can help, but it does not by itself guarantee a loan or a better price.

In 2024, The Nation reported that Ricult Thailand had introduced a "farming-as-a-service" model. Landowners without farming expertise could work with the company to cultivate their land, with Ricult applying its agricultural know-how. This broadens the business beyond software subscriptions. It also increases the operational burden: advising farms is different from being responsible for execution on them.

## From platform to operating partner

That evolution raises the central business question for Ricult. A digital product can scale quickly in theory; agriculture demands local relationships, seasonal knowledge and trust. The closer a company moves to farm operations, the more it must understand local crops, weather, labour and routes to market. The model may reach growers who lack capital or expertise, but it must also show that the economics work for farmers and the service provider.

The 2025 ASEAN profile quoted Unahalekhaka saying that farmers using Ricult increased profitability by 20–30 per cent. That figure is attributed to the founder and should be assessed as a company-reported claim; it is not presented here as an independently verified result across all users. The distinction reflects a wider challenge in agritech: measure outcomes farm by farm, across seasons, rather than treating platform registrations as proof of impact.

## GCEIP View

Unahalekhaka’s useful lesson is that digital agriculture begins with listening. Ricult’s interface choices and move into farming services point to a company trying to meet farmers where decisions actually happen. The harder test is repeatable evidence: which recommendations improve returns, for which crops and regions, and at what cost? If Ricult can answer those questions while maintaining trusted local delivery, its technology may become part of the farm’s operating toolkit rather than another app competing for attention.