Despite achieving significant growth through market oriented reforms, the agriculture sector continues to be in distress in India. The sector, though is the principal source of livelihood for more than 54.6% of India's population, yet accounts for merely 15.79% of the country’s GDP. A sharp deceleration in the growth of sector post-reforms has put more than 90% of the population dependent on it in distress. A clear manifestation of this is farmer’s suicides. The data shows that more than 300,000 farmers have taken their lives since 1997 translating into one farmer’s suicide every 31 minutes. Past studies have indicated indebtedness as the main reason, which has been caused by: reduced price of agriculture produce; increased cost of agriculture inputs; repeated crop loss; dependence on informal money lenders (charging interest rates between 48-60%); and withdrawal of government support. Distress selling i.e., selling at deeply discounted prices, has further pushed the farmers to indebtedness. Poor infrastructure - lack of storage/warehousing and processing facilities; bumper crop/glut in the market; and crop loss due to pest attack/natural calamity are multiple triggers of distress sale. The phenomenon, however is more pronounced for horticulture crops, given their highly perishable nature and not being covered under minimum support prices. This study uses primary data of over 150 tomato grower farmers under three different marketing models (APMC, FPO, and Contract Farming) in the Western state of India to ascertain the likelihood of a farmer falling into distress sale and to fathom how the extent of distress sale varies with nature of marketing channel. The study also looks into which kind of farmers (marginal, small or medium) are more likely to fall into distress. To substantiate the findings, we also interview government officials and firms involved in the three marketing channels. Our preliminary results indicate that farmers under Contract farming though are bigger in size, the contract yields them not selling under distress but earns less income vis-à-vis farmers selling through other two routes. The study concludes with what interventions are needed at the institutional level or in the horticulture agriculture supply chain so as to reduce farmers’ distress.