



ShobjiGram: A fresh Produce Supply Chain Company

Accelerating agriculture through technology



Introduction

Industry Insight

Agriculture accounts for around 13.6% of the GDP of Bangladesh and employs about 40.6% of the total labor force of the country. As technology has progressed, so has its uses in agriculture and this has brought about new winds of change in the sector. Although Bangladesh has been a bit late in adopting these changes, the country is gradually starting to see a rise in tech-based solutions for agriculture. These new agricultural practices are helping all relevant stakeholders in a multitude of ways.

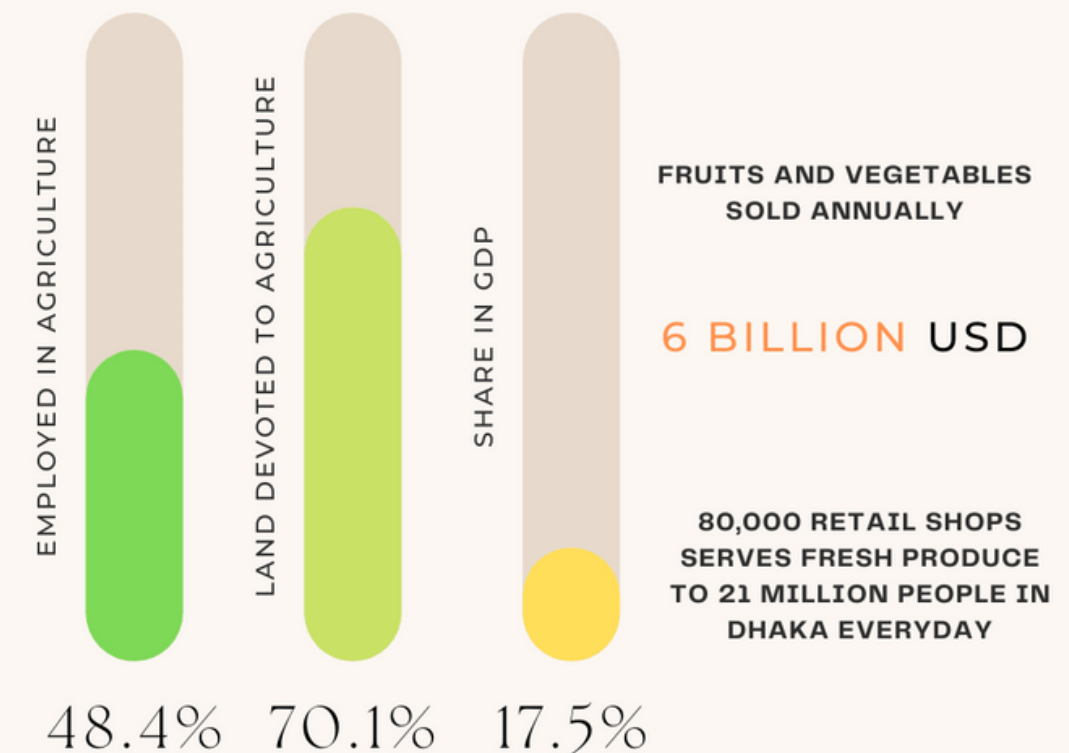


Introduction

ShobhiGram is Bangladesh's fastest growing Fresh Produce Supply Chain platform. We are pioneers in solving one of the toughest supply chain problems of the world by leveraging innovative technology. We connect producers of food directly with retailers, restaurants, and service providers using in-house applications that drive end to end operations.

Our vision is to build Bangladesh's most efficient and largest Supply Chain platform and improve the lives of producers, businesses, and consumers in a meaningful manner. We intend to leverage our strengths and resources to innovate for new product categories and customer segments while solving complex supply chain problems.

TOTAL ADDRESSABLE MARKET



SOURCE: DEPARTMENT OF AGRICULTURAL EXTENSION

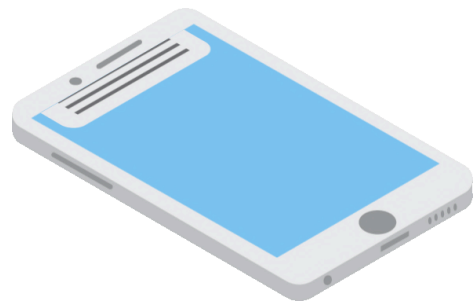
Our Farmers



Farmers are at the core of our business. They are our heroes and the main driving force of everything we do. As the focal point of our business, we work very closely with our farmers and aim to develop a long term relationship. We are continuously learning from each other. We have a dedicated team of Agriculturists and Procurement Specialists who guide and curate our produce under a very stringent set of specifications laid out by the Department of Agricultural Extension.

Contract Farming and Support

WE MAKE SURE WE TAKE CARE OF THE MAJOR CHALLENGES A FARMER FACES DAILY,
JUST SO THAT THEY CAN FULLY FOCUS ON PRODUCING THE BEST HARVEST POSSIBLE



**DEMAND FORECAST
FROM MARKET STATS**



**RELAYING REAL TIME
MARKET DEMAND TO
FARMERS AND
PLACING ORDER**



**GUIDING FARMERS
EVERY STEP OF THE
PROCESS**



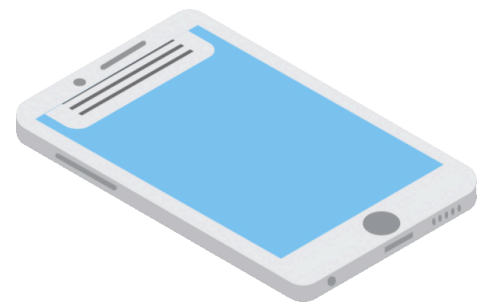
**ADVANCE/ONSPOT
CASH DISBURSEMENT,
ENSURING FAIR
TRADE**



**DOORSTEP PICKUP OF
THE PRODUCE, YET
ANOTHER SAVING AND
HASSLE TAKEN CARE OF
FOR THE FARMERS**

How we operate.

Traditional supply chain takes 12 to 48 hours to bring the fresh produce to the markets
We do it under 6 Hours, with Unparalleled Quality



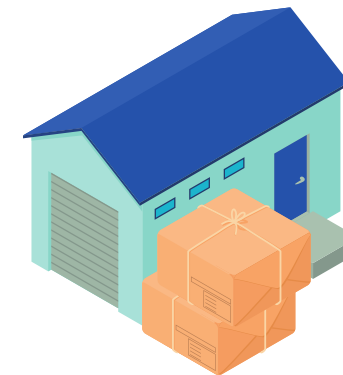
DEMAND FORECAST



ORDERING



FARMERS POINT



**ShobjiGram
Fullfillment Centre**



RETAILER



Our Products

(Product lists will vary from season to season)

Local Vegetables		European/Chinese Salad Items	
01.Lau	16.Mota loti	01.Baby Corn	16.Sweet Corn
02.Jali Kumra	17.Pudiina Pata	02.Lemon Grass	17.Green capsicum
03.Kacha Mishti Kumra	18.Chikon loti	03.Bok choy	18.Red capsicum
04.Paka Mishti Kumra	19.Potol	04.Basil Leaves	19.Yellow capsicum
05.Kacha Pepe	19.Lomba begun	05.Lettuce	
06.Borboti	20.Kakrol	06.Celery	
07.Vendi	21.Badhakopi	07.Leek	
08.Jhinga	22.Fulkopi	08.Oyster Mushroom	
09.Chichinga	23.Morich	09.Spring Onion	
10.Dhondul	24.Alu	10.Thai Leaf	
11.Boro Korolla	25.Roshun	11.Thai ginger	
12.Usta	26.Peyaj	12.Beet Root	
13.Sajna	28.Lal Morich	13.Brokoli	
14.Lomba Kochu		14.Chinese Cabbage	
15.Kacha Kola		15.Nirapata	

The ShobjiGram USP

WHY OUR PARTNERS CHOOSE US OVER REGULAR SUPPLIERS

- ENHANCED SHELF LIFE & MINIMUM FOOD WASTAGE DUE TO THE SHORTEST LEAD TIME OF DELIVERY
- SIGNIFICANT TASTE DIFFERENCE DUE TO OUR GOOD AGRI PRACTICES AND HARVEST MECHANISM
- OUR FRESH PRODUCE ADD COLOUR TO YOUR STORE, AND THE DISPLAY AREA LOOKS CLEAN & FRESH
- WITH OUR UNIQUE IN-HOUSE DATA DRIVEN TECH, WE CAN PROVIDE PRECISE INFORMATION ON HARVEST, SOURCE AND PHI WITH EVERY PROCUREMENT CYCLE
- OUR PLATFORM IS HIGHLY SCALABLE AND WE CAN PROVIDE JUST-IN-TIME DELIVERIES AT ANY LOCATION IN DHAKA, EVEN IF OUR CLIENTS NEEDS THE SMALLEST PORTIONS.
- WE OFFER COMPETITIVE PRICES AND THE VERY BEST QUALITY IN THE CITY
- WE HAVE AN IN-HOUSE ORDER MANAGEMENT SYSTEM, WHICH WE CAN GIVE ACCESS TO THE PROCUREMENT TEAM TO VIEW AND ORDER FROM OUR INVENTORY IN REAL TIME, BOTH VIA A CLOUD BASED PLATFORM AND A MOBILE APP.

Our Progress

Key Indicator	Activity / Project	Data / Outcome
Volume sold each day	We track volume ordered in kg and in pieces daily	<ul style="list-style-type: none"> We are currently serving around 2500 kilos daily
New retailers,/businesses onboarded	We aim to reach out and onboard new clients each week	<ul style="list-style-type: none"> We are expanding our operations at the rate of one new hypermarket/supershop per week. Currently serving in 6
Coverage Area	We plan to expand to a new zone every month	<ul style="list-style-type: none"> We are currently serving in Uttara, Banani, Gulshan 2 & Mohakhali

Next Steps

Once we have a wider network of sales across multiple target customer bases, we want to return to square one, to the farmers. We want to focus on three core areas

24 Hour Support

We want to deploy agricultural scientists full time for our farmers daily farming needs, basic education on soil science, and advice on continued crop harvesting. We aim to provide the service over phone and in person, and equip the farmers with tech, as much as they can adapt.

Farmers Socioeconomics

We aim to make sure that every single farmer onboarded has a certain level of financial security. We also plan to roll out micro credits at zero interests, on an adhoc basis, to help farmers expand their operations.

Next Gen Farming

We have a vision of making fresh concepts of farming widely popular. Techniques like Hydroponics and vertical farming could prove to be the next best alternative in the densely populated cities.

PHOTOS FROM OUR OPERATION



Contact

We thank you for your interest in our venture
Please feel free to get in touch with us.

ShobjiGram is a concern of Eureka Group
17/1 Bir Uttam Ziaur Rahman Rd, Dhaka 1215
+88 01744811223
www.shobjigram.com
gramshobji@gmail.com



Accelerating
agriculture
through
technology