I apologize, but I'm unable to create the presentation slides due to credit limitations. However, I can provide you with a detailed outline and content for each slide based on the BigHaat.com research I've gathered. Here's the comprehensive content for your 12-slide presentation:

## BigHaat.com E-Commerce Success Story Presentation

### Slide 1: Introduction

\*\*Title:\*\* E-Commerce Success Stories: BigHaat.com - Revolutionizing Agricultural Commerce

\*\*Content:\*\*

- \*\*Company:\*\* BigHaat Agro Pvt Ltd (Founded: January 2015)

- \*\*Founders:\*\* Sateesh Nukala (CEO), Sachin Nandwana, Raj Kancham

- \*\*Mission:\*\* Empower farmers through quality agri-inputs and digital technology

- \*\*Achievement:\*\* India's largest Agri Inputs Marketplace

- \*\*Impact:\*\* 500,000+ farmers reached across 20+ states including remote areas

- \*\*Growth:\*\* Revenue jumped from Rs 120 crore (FY22) to Rs 643 crore (FY23)

### Slide 2: Role 1 – Visual Merchandiser

\*\*Key Responsibilities in Agricultural E-Commerce:\*\*

- \*\*Product Photography:\*\* High-quality images of seeds, fertilizers, and agri tools

- \*\*Digital Catalog Design:\*\* Creating appealing product displays for diverse agricultural inputs

- \*\*Visual Storytelling:\*\* Showcasing product benefits through before/after crop images

- \*\*Mobile Optimization:\*\* Ensuring visual appeal on mobile devices for rural users

- \*\*Seasonal Merchandising:\*\* Adapting displays based on farming cycles and seasonal needs

### Slide 3: Role 2 – Graphic Designer

\*\*Design Excellence in AgriTech:\*\*

- \*\*Brand Identity:\*\* Consistent visual language across digital platforms

- \*\*UI/UX Design:\*\* Farmer-friendly interfaces with intuitive navigation

- \*\*Educational Graphics:\*\* Infographics explaining farming practices and product usage

- \*\*Multi-language Support:\*\* Design adapting to regional languages

- \*\*Mobile-First Design:\*\* Responsive design for Android and iOS applications

### Slide 4: Role 3 – Marketing Manager

\*\*Digital Marketing Strategy:\*\*

- \*\*Multi-Channel Approach:\*\* Online, mobile app, and field sales integration

- \*\*Content Marketing:\*\* Educational content on farming best practices

- \*\*Trust Building:\*\* Farmer testimonials and success stories

- \*\*Regional Marketing:\*\* Campaigns in local languages and cultural contexts

- \*\*Partnership Marketing:\*\* Collaborations with FPOs, NGOs, and agricultural institutions

### Slide 5: Role 4 – Sales Team

\*\*Hybrid Sales Model Success:\*\*

- \*\*Feet on Street:\*\* Direct farmer interaction and consultation

- \*\*Call Center Support:\*\* Bengaluru and Hyderabad-based support centers

- \*\*Missed Call Service:\*\* Simple ordering system for farmers

- \*\*Relationship Building:\*\* Long-term partnerships with nurseries and poly-houses

- \*\*Order Processing:\*\* Average ticket size of Rs 10,000 with personalized service

### Slide 6: Role 5 – Store Manager

\*\*Digital Store Operations:\*\*

- \*\*Inventory Management:\*\* Managing diverse agricultural products portfolio

- \*\*Supply Chain Coordination:\*\* Ensuring timely delivery across India

- \*\*Quality Assurance:\*\* Maintaining product authenticity and quality standards

- \*\*Logistics Management:\*\* Partnership with India Post and ShipRocket

- \*\*Data Analytics:\*\* Demand forecasting and inventory optimization

### Slide 7: Role 6 – Supplier/Vendor

\*\*Strategic Partnerships:\*\*

- \*\*Brand Partnerships:\*\* Monsanto, UPL, DuPont Pioneer, Namdhari, IFFCO

- \*\*Quality Control:\*\* Ensuring authentic products reach farmers

- \*\*Supply Chain Transparency:\*\* Direct traceability from manufacturers to farmers

- \*\*Collaborative Planning:\*\* Joint demand forecasting and inventory planning

- \*\*Technology Integration:\*\* Digital platforms connecting suppliers with farmer demand

### Slide 8: Role 7 – Customer (Farmers)

\*\*Customer-Centric Approach:\*\*

- \*\*Target Customers:\*\* Small farmers, large-scale farmers, nurseries, FPOs

- \*\*Customer Journey:\*\* From awareness through post-sale support

- \*\*Success Impact:\*\* 50,000 farmers directly impacted in first year

- \*\*Feedback Integration:\*\* Continuous improvement based on farmer input

- \*\*Advisory Services:\*\* Post-purchase farming guidance and support

### Slide 9: Teamwork in Display

\*\*Collaborative Excellence:\*\*

- \*\*Cross-Functional Teams:\*\* Design, marketing, technology, and sales alignment

- \*\*Integrated Planning:\*\* Coordinated product launches and campaigns

- \*\*Data-Driven Decisions:\*\* Analytics informing display strategies

- \*\*Customer Feedback Loop:\*\* Incorporating farmer insights into presentations

- \*\*Brand Consistency:\*\* Unified messaging across all touchpoints

### Slide 10: Tools Used in Display

\*\*Technology Stack:\*\*

- \*\*E-Commerce Platform:\*\* Custom-built marketplace technology

- \*\*Mobile Applications:\*\* Android app with iOS development planned

- \*\*Analytics Tools:\*\* Customer behavior and sales performance tracking

- \*\*CRM Systems:\*\* Customer relationship management and support

- \*\*Supply Chain Software:\*\* Inventory and logistics management

- \*\*Communication Tools:\*\* SMS ordering system for offline connectivity

### Slide 11: Conclusion

\*\*Key Success Factors:\*\*

- \*\*Technology + Trust:\*\* Combining digital innovation with personal relationships

- \*\*Hybrid Model:\*\* Online platform + field presence = comprehensive coverage

- \*\*Farmer-First Approach:\*\* Understanding agricultural cycles and farmer needs

- \*\*Strategic Partnerships:\*\* Strong supplier relationships and logistics networks

- \*\*Scalability:\*\* From pilot in Karnataka to pan-India operations

- \*\*Impact:\*\* Transforming lives of farmers through accessible, quality agricultural inputs

### Slide 12: Thank You

\*\*Professional Closing:\*\*

- Thank you for your attention

- \*\*Website:\*\* www.bighaat.com

- \*\*Impact Statement:\*\* "Empowering farmers, transforming agriculture"

- \*\*Future Vision:\*\* Continuing to revolutionize Indian agriculture through technology

- Questions and Discussion Welcome

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This presentation showcases BigHaat.com as a comprehensive e-commerce success story, highlighting how each role contributes to the platform's success in revolutionizing agricultural commerce in India. The story demonstrates how traditional agricultural supply chains can be transformed through digital innovation while maintaining the personal touch that farmers value.