

# Market Size

Owner	Aaishi Ashirbad Vivin Rana Navdeep Sinver
Tags	
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## TAM

Total 400 Million Acres. Assumption 8 sprays per acre annually. (Source for 8 sprays: <https://www.forbesindia.com/article/agritech-special-2022/drones-are-becoming-the-indian-farmers-new-best-friend/79479/1>)

To meet this target, number of drones needed are:

=400 Million\*8/(2500)

12.8 Lac drones are needed (For simple calculations , **13 lac drones** have been considered, assuming, (sometime 2400-2600 sprays can be done with one drone in a year)

Calculation: 15-20 acres per day, 150 spraying days in a year

### Assumptions:

Drone Cost: 7 lac Rs (margin 20%)

Batteries Cost: 53k Rs (margin 20%)

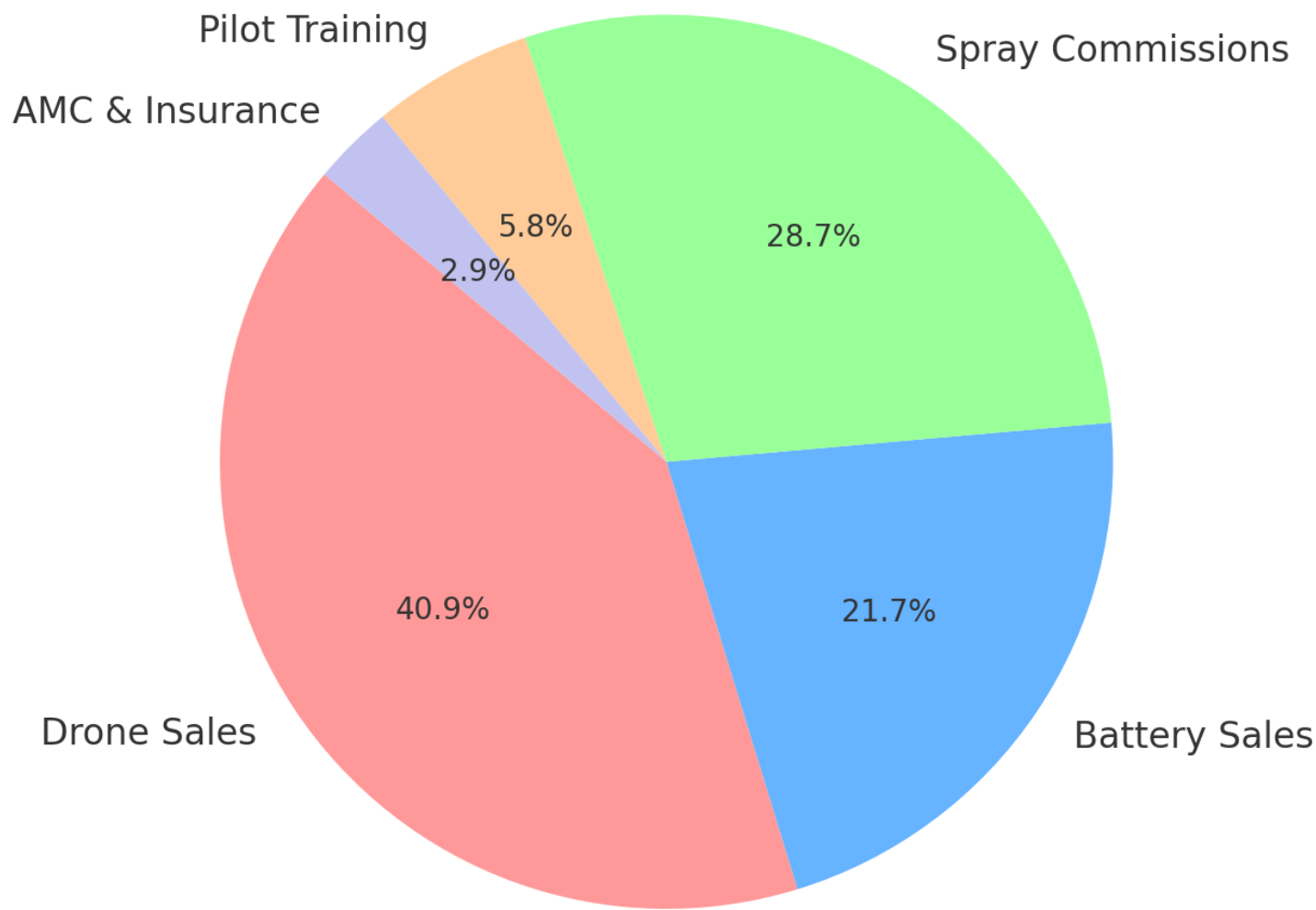
Pilot Training: 50k Rs (margin 40%)

Spray Commission: 8% of Rs 500

Sprays have been considered as only operating onboarded drones (As percentage of our own fleet is negligible)

Component	Revenue (Billion USD)	Calculation
Drone Sales	2.18	1,300,000 drones * 700,000 INR/drone * 20% margin / 83.31 INR/USD
Battery Sales	1.16	9,100,000 batteries * 53,000 INR/battery * 20% margin / 83.31 INR/USD
Spray Commissions	1.54	3,200,000,000 sprays * 40 INR/spray / 83.31 INR/USD
Pilot Training	0.31	1,300,000 pilots * 50,000 INR/pilot * 40% margin / 83.31 INR/USD
AMC & Insurance	0.16	1,300,000 drones * 100,000 INR/drone * 10% margin / 83.31 INR/USD
Total TAM	5.35	Sum of above revenues

# Total Addressable Market (TAM) Distribution in Billion USD



**SAM**

Major Crops: Rice, Wheat, Cotton, Sugarcane , Horticulture, FnV

Percentage acc to arable land division, ~40% of TAM is SAM, **2.14 Bn USD**

**SOM**

GTM States are **Haryana, Punjab, UP, Rajasthan. Farmers Farming more than 10 acres.**

~20% of TAM, **1.07 Bn USD**