



Problems to Solve



₹19.48T

Total agricultural
revenue



6%

Of the money trickles
down to the farmers



₹1.28T

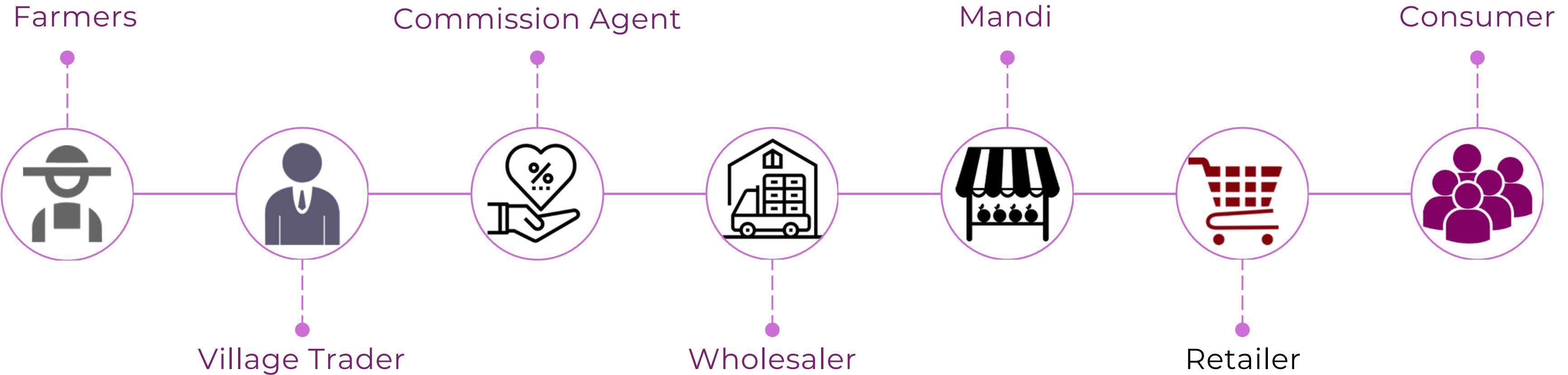
Total income of farmers



85% hold 9%

of the total income

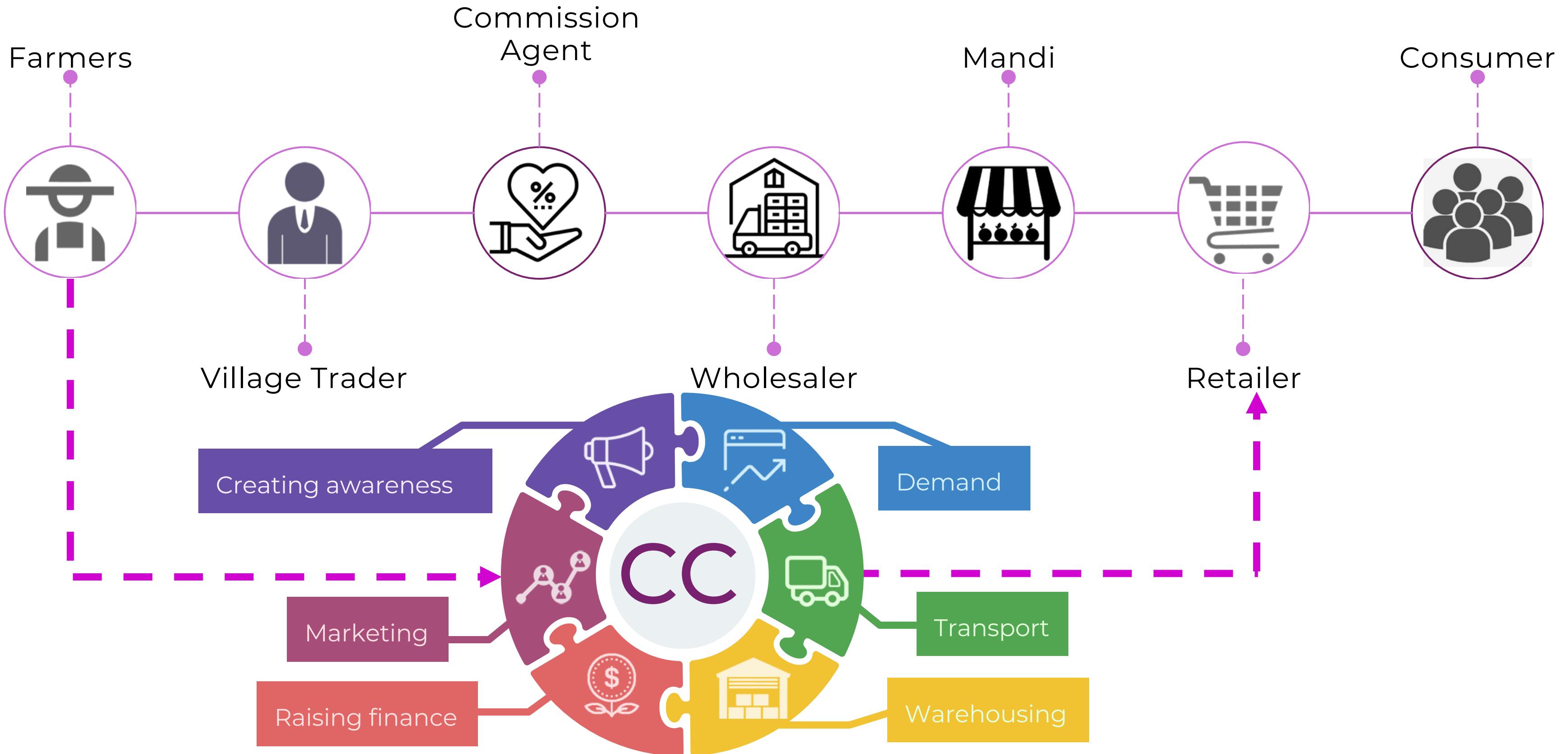
Problem



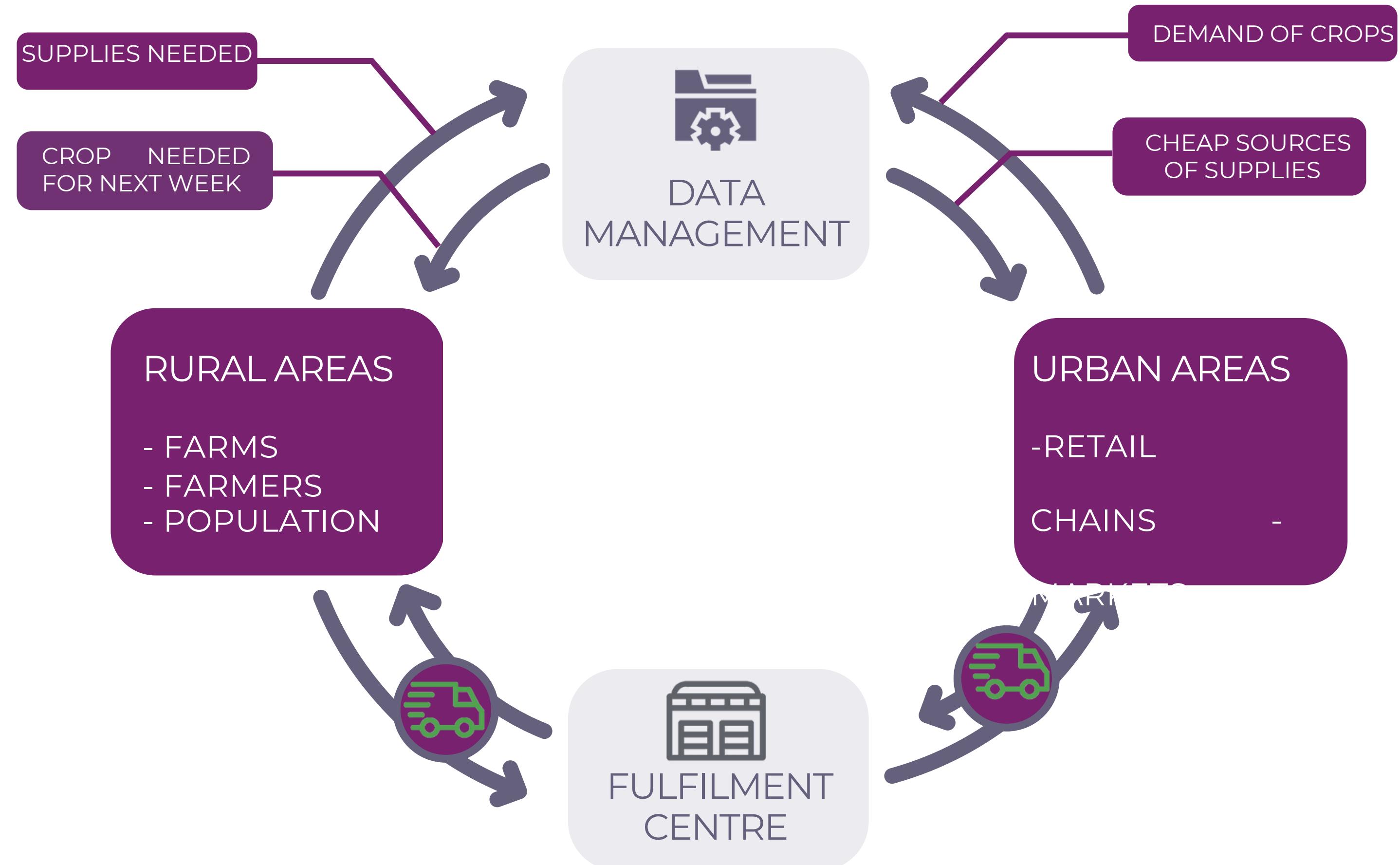
Competitive Landscaping

	USUAL SUSPECTS	UNUSUAL SUSPECTS
	 SUPPLY CHAIN PLATFORMS (NINJACART, eNAM)	  DIRECT SALES (AGRIBAZAAR, CROFARM, FARMPAL)
SHORTCOMINGS		
	NON INCLUSION OF RURAL PEOPLE	LACK OF TRANSPARENCY & TRACKABILITY
		
		GOVERNMENT POLICIES (NABARD, SFAC)
		MARKET TRENDS (FARM LAWS)
		LAB WORKERS/COMPANY PERSONNEL NOT EXPERTS

Made it easy (Value Added)



New Supply chain



How It Works?

MATERIAL FLOW



Transport:

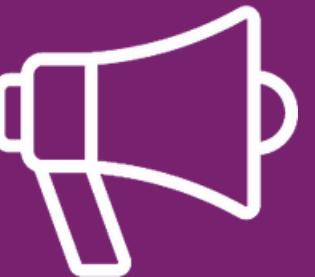
- Collaborative
- Optimized routes
- Milk run method



Warehousing

- Fulfillment facility
- Solar cold storage

INFORMATION FLOW



Creating awareness

- Practices
- Policies
- Prices



Demand

- Forecasting demand
- Sourcing cheap supplies

MONEY FLOW



Raising finance

- Initial
- investment
- Working capital



Marketing

- Dedicated retail channels
- Personal branding

One Solution, Many Benefits!

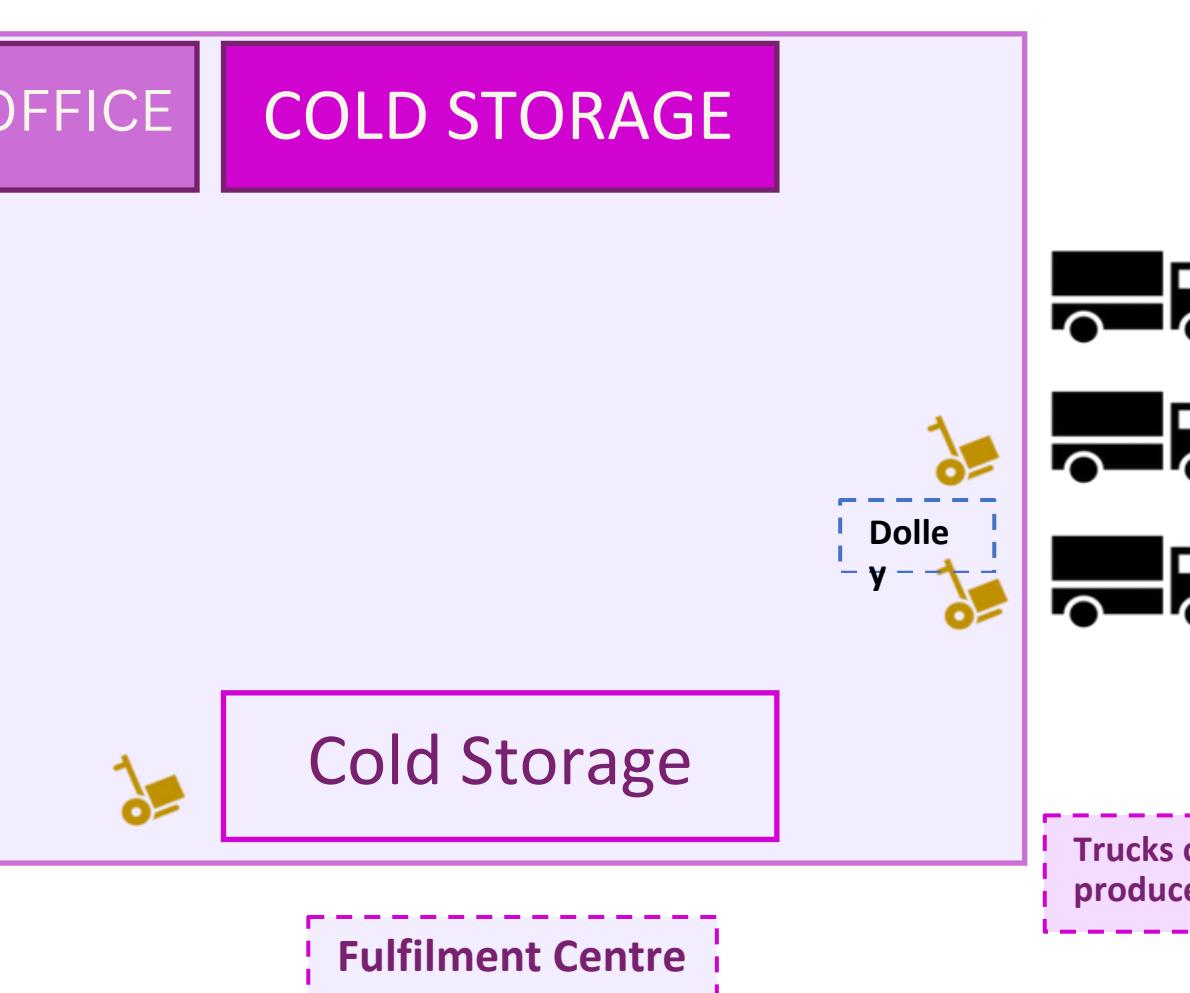
	FARMERS	RURAL PEOPLE	BANKS	RETAIL SHOPS	CROP CHAIN
ROLE	<ul style="list-style-type: none"> -Provide forecasted crops -Update crop status 	<ul style="list-style-type: none"> -Manage FC -Manage flow of data/information - Transportation -Express demands 	<ul style="list-style-type: none"> -Finance initial capital required -Finance working capital 	<ul style="list-style-type: none"> -Provide demand forecast -Space 	<ul style="list-style-type: none"> -Set up - Training - Manage - Expand
INCENTIVES	<ul style="list-style-type: none"> -More profits -Enable with tech - Information access -Reduced hassle 	<ul style="list-style-type: none"> - Employment -Cheaper, greater variety of supplies 	<ul style="list-style-type: none"> -Data of farmers -Data of retailers -Great returns 	<ul style="list-style-type: none"> -Quality produce -Cheaper and fixed rates -Supply meets demand 	<ul style="list-style-type: none"> -Alignment with vision - Profits

Fulfilment Centre

Placed close to major villages or towns to get access to trucks from the vicinity

Strategically placed to reduce the distance from the villages and the city

Transferof produce from the trucks



Extra produce will be stored in the cold storage as buffer stock

It will be run by Rural Entrepreneurs as managers.

Transfer of produce and cold storage handled by rural workers

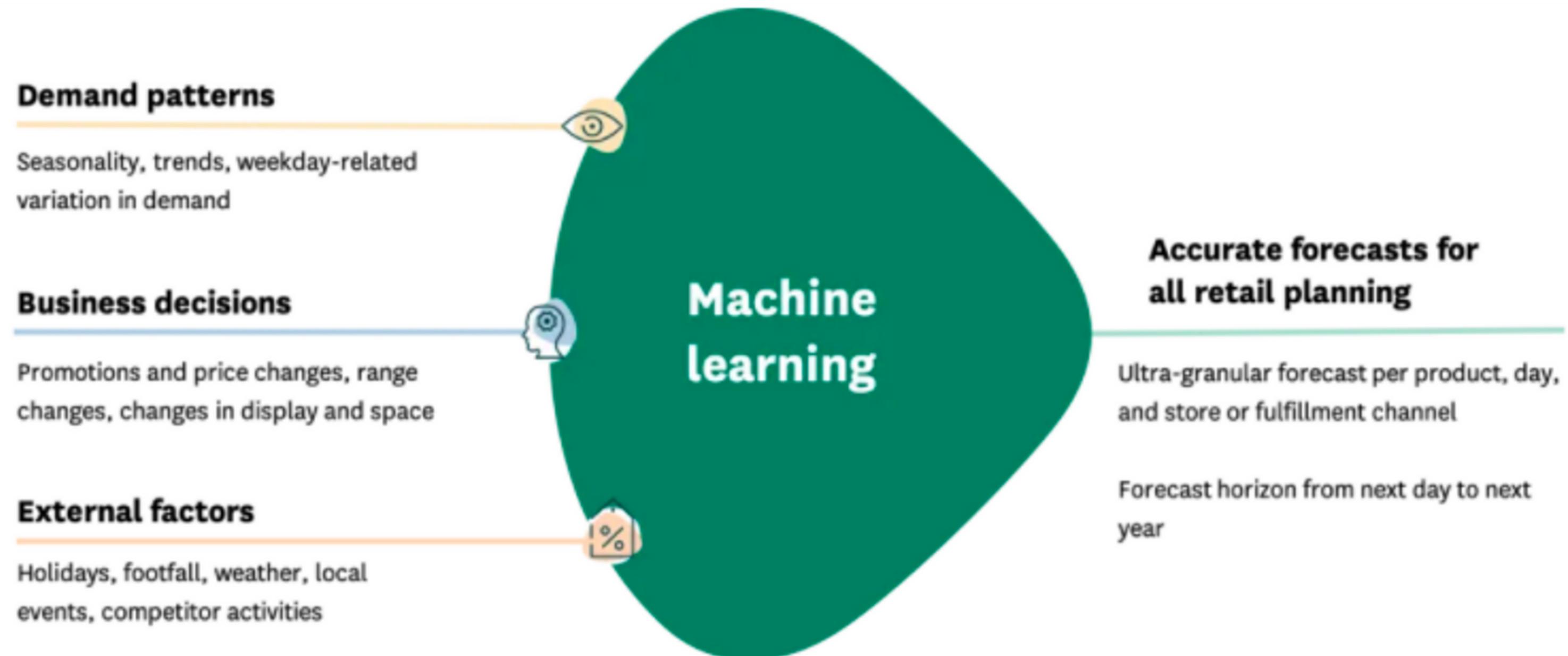
IT infrastructure in office to provide information about the supply chain

Mobile Application

Allows farmers to sell crops, get soil and other agricultural insights, have credit history and allows customers to place and track orders.

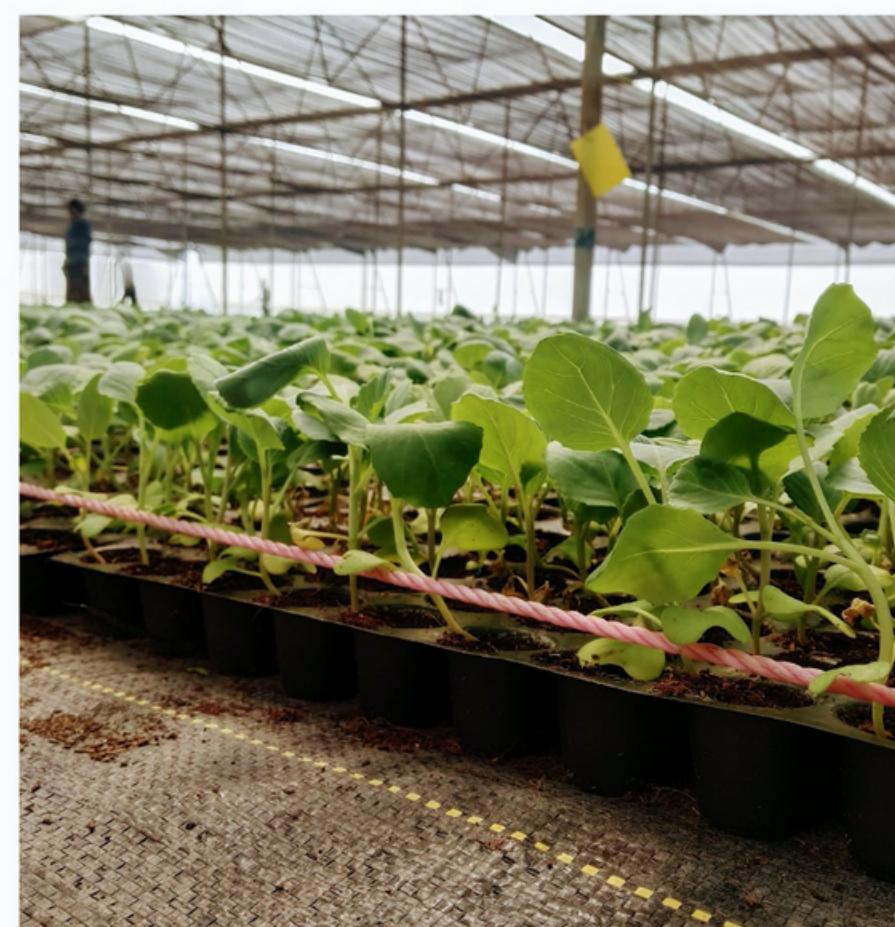


Demand Forecasting



Polyhouse

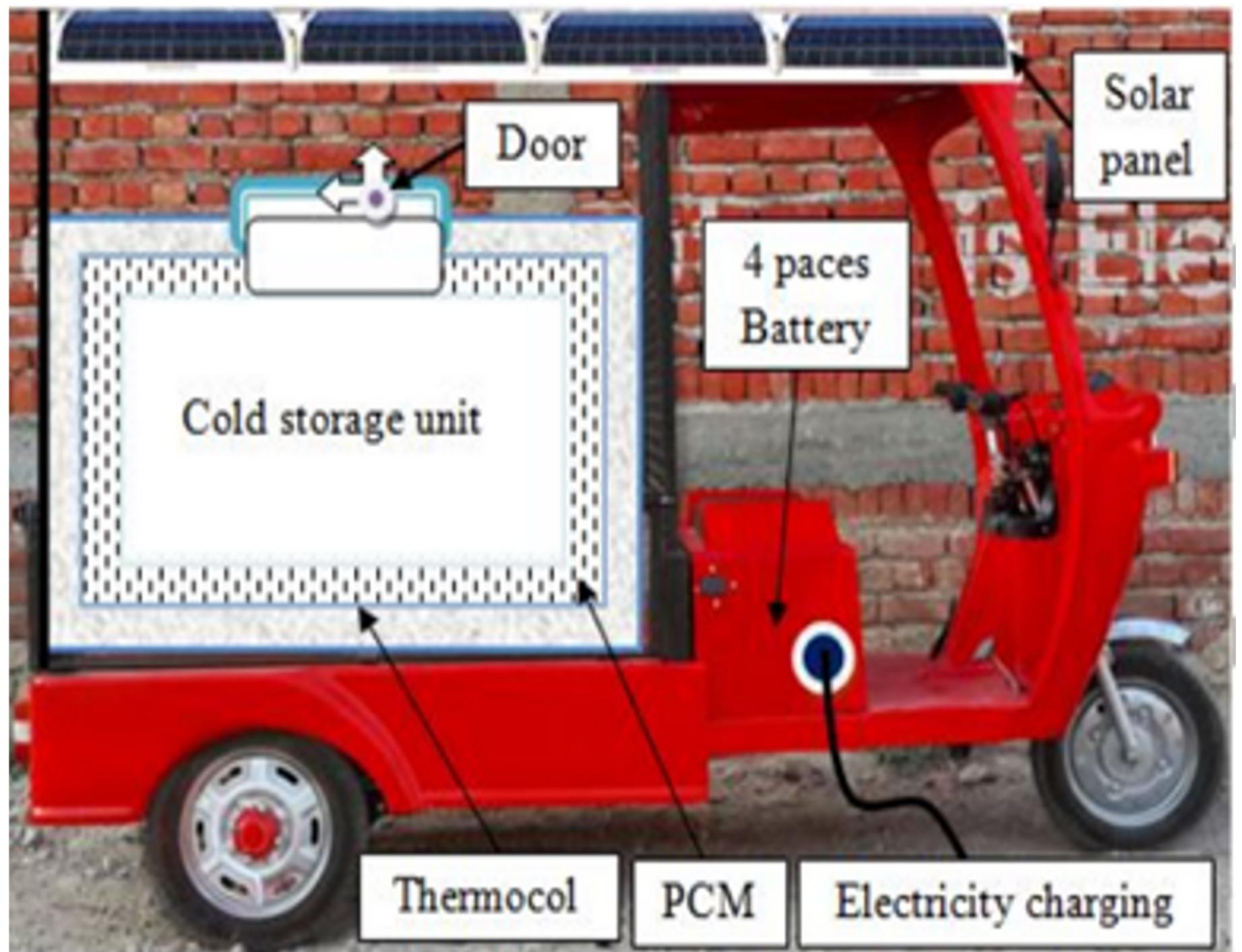
- Situated near the fulfillment center
- Grow fruit bearing crops till infant stage
- Hand over these crops to farmers to grow in their field
- Better quality fruits and more profit



Solar cold storage chamber

Solar Hybrid Mobile Multipurpose cold storage system

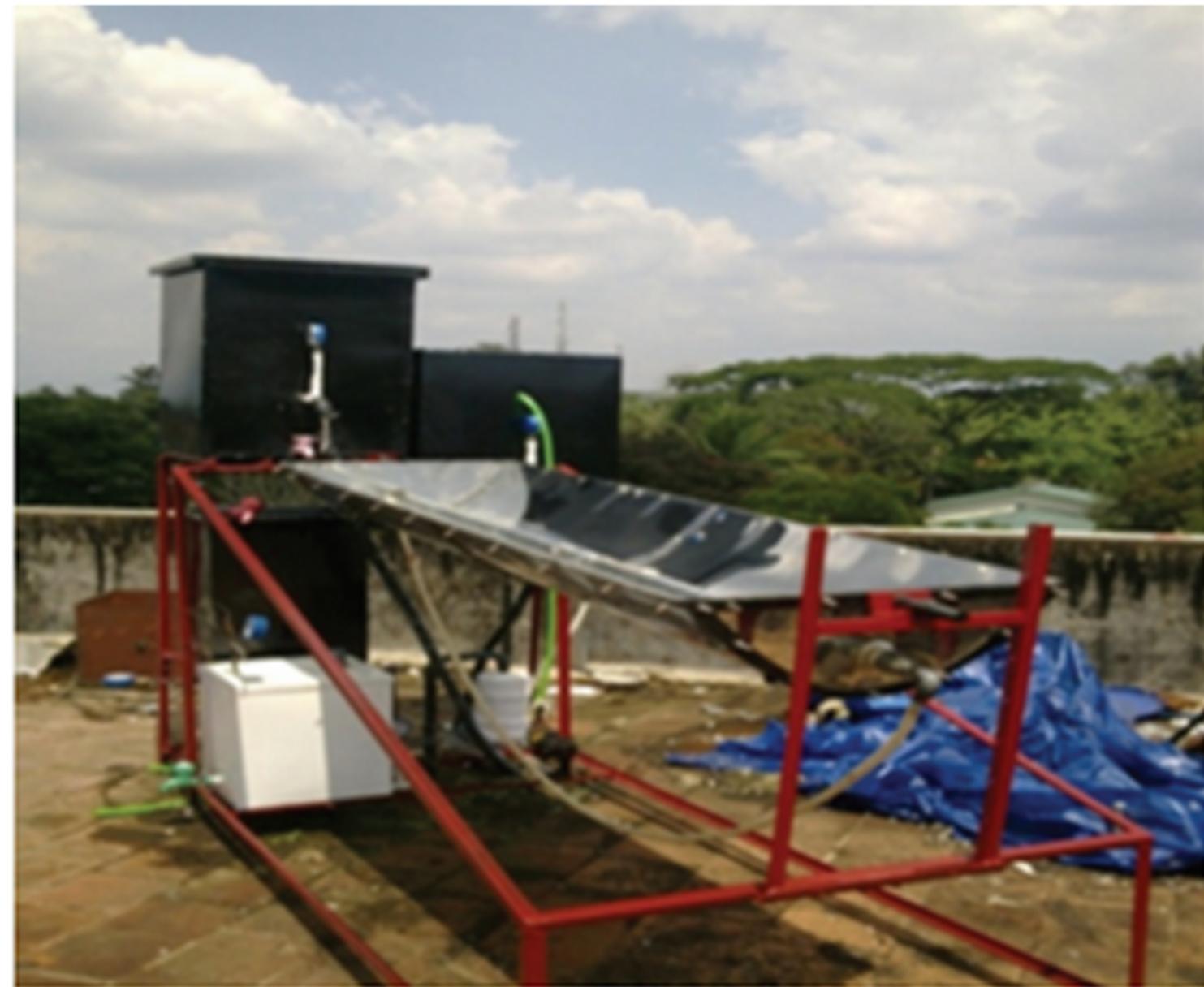
- Similar to vapour compression refrigeration system,, just additional part as an electric circuit for determining whether the temperature of the inverter in the mobile hybrid cold storage is greater than the first predetermined temperature, and an electric circuit for controlling a rotational speed of the compressor according to requirement.
- When the temperature of the inverter in mobile hybrid cold storage is greater than the first predetermined temperature, the electric circuit increases the rotational speed of the compressor and vice versa



Solar cold storage chamber

Solar Adsorption Refrigeration cold storage system

- Renewable Energy Source: utilizes solar energy and helps mitigate greenhouse gas emissions.
- Cost-effective: Once the initial setup costs are incurred, these systems can run with operational costs.
- Durable, reliable, and low-maintenance: These systems have fewer parts, reducing risks of failures and maintenance costs, and can have a long service life with proper care.
- Scalability: Solar adsorption systems are versatile, customizable, and scalable for diverse cold storage applications and temperature ranges.



Financial Model

₹48L

Profit in 2nd year

₹12L

required in
Initial investment

30%

Increase in revenue for
district farmers

1 yr

To break even
on investment

Why now?



Government targets
2x income by 2023 &
3 Farm Bills



Growth declined by
2.5% because of COVID-19



Agritech growing
at 25% CAGR

Why us?



Community Building



Strong grassroot hold of
6k+ villages



Public and Private support

TEAM:

Sai Santosh

CEO



Mubasshir Akhtar

COO



Akshat Burman

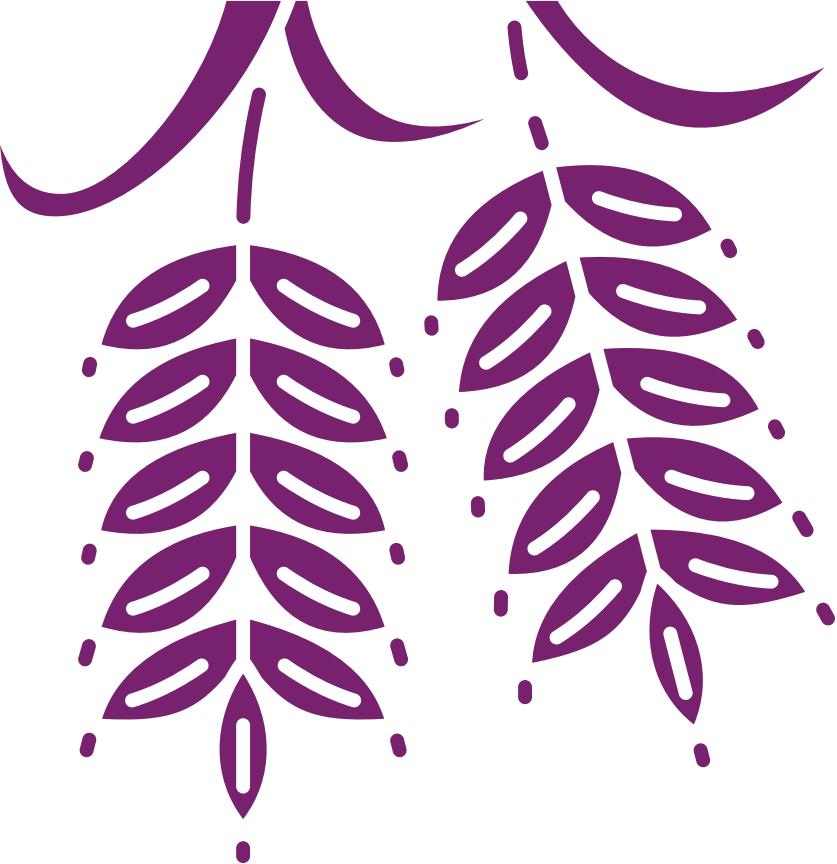
CFO



Ravi Shankar

CTO





Thank You!