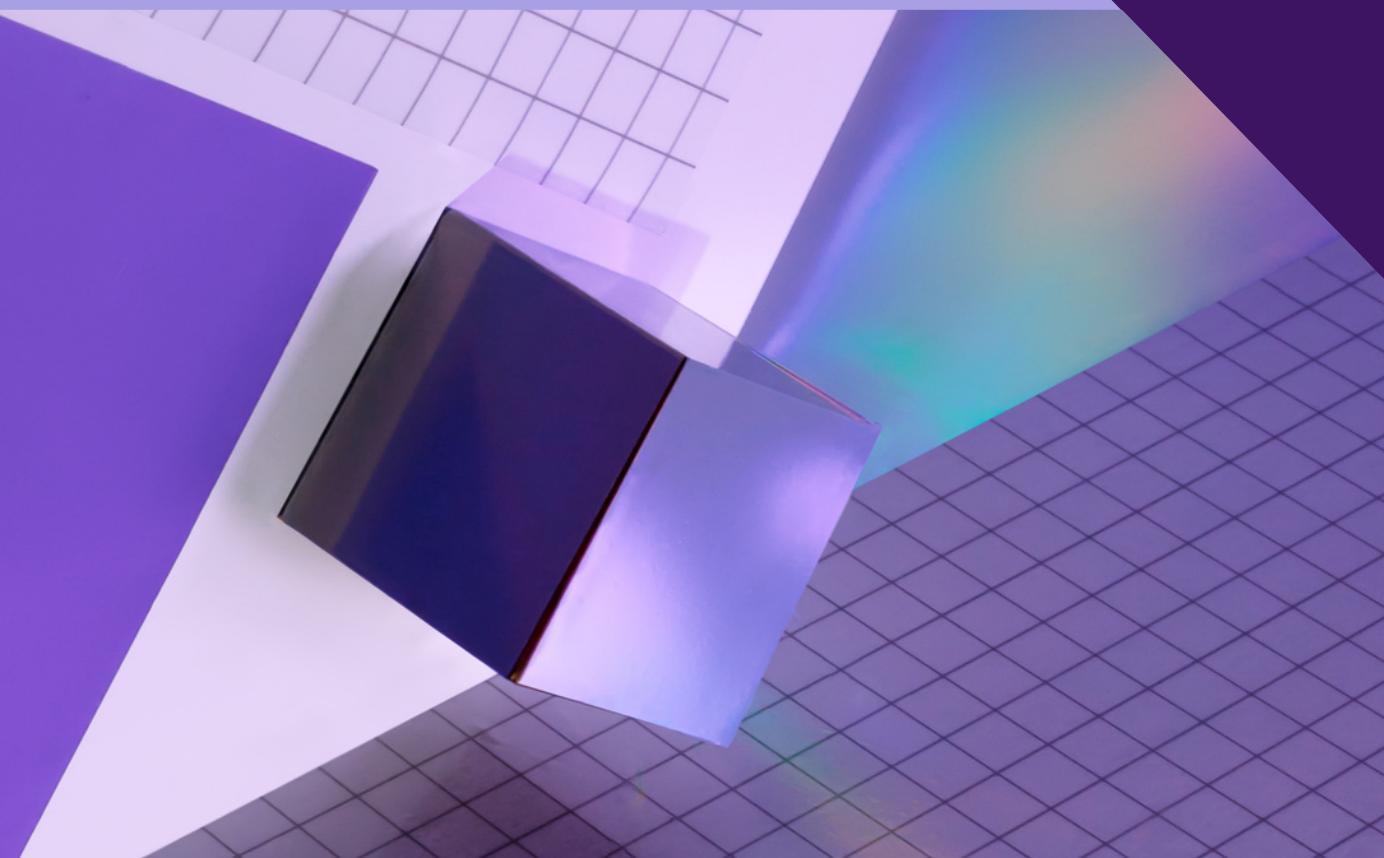


# CROP CHAIN



UNDER THE GUIDANCE OF: Dr. Sitakanta Panda



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# The Team

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Chief Executive Officer  
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# Overview

CropChain is a game-changing company that has revolutionized the traditional supply chain management system by connecting farmers directly with retailers. The company offers a wide range of services, including mobile and web applications, warehouses, transportation, packaging, and additional services such as providing saplings, seeds, and solar cold storage chambers.

The mobile and web applications provided by CropChain are designed to facilitate the ease of information and services for farmers and retailers, informing farmers about their crop's cost, including quantity and quality, and retailers to place orders directly at lower prices as compared to wholesalers. This streamlined process eliminates the need for intermediaries, ensuring that farmers receive fair prices for their produce while retailers can access high-quality products at competitive prices.

CropChain's proprietary warehouses, transportation, and packaging services ensure that crops are handled and transported in a safe and efficient manner, reducing the risk of spoilage and damage. Additionally, CropChain offers additional services such as providing saplings, seeds, and solar cold storage chambers to farmers, providing them with the tools and resources they need to grow and store their crops.

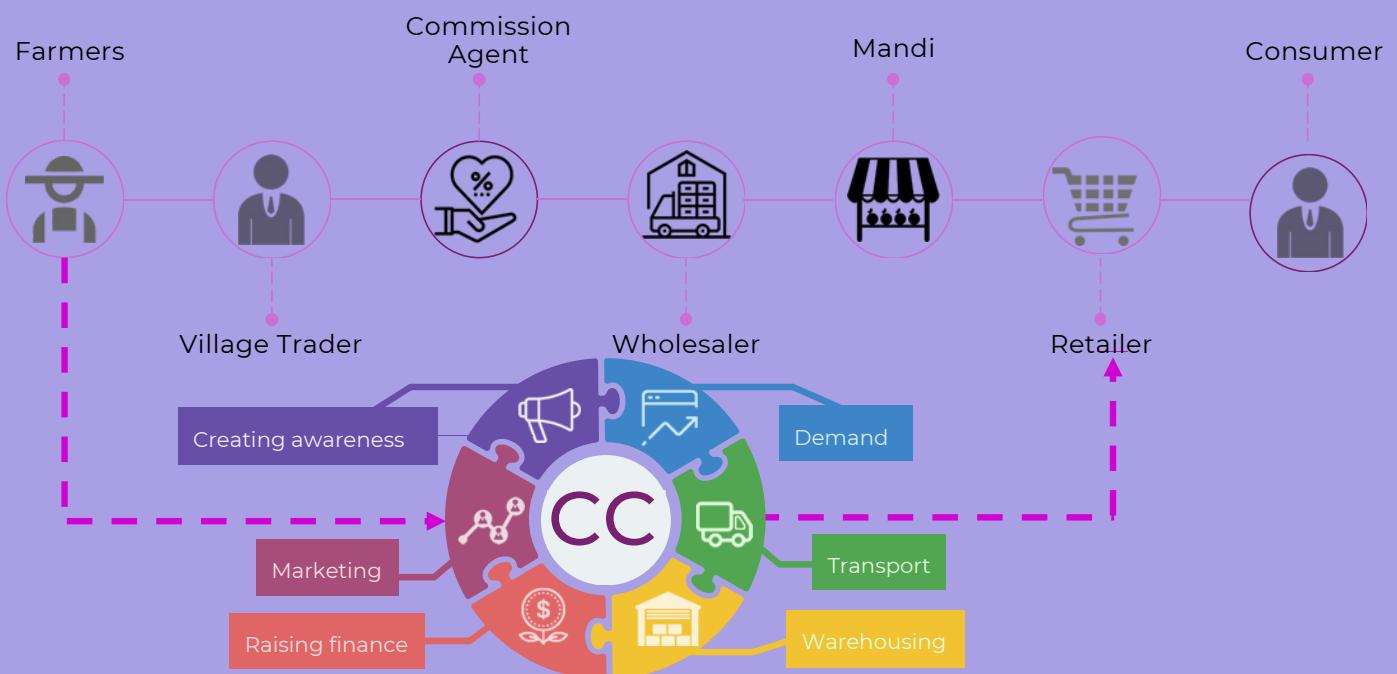
CropChain's proprietary warehouses, transportation, and packaging services ensure that crops are handled and transported in a safe and efficient manner, reducing the risk of spoilage and damage. Additionally, CropChain offers additional services such as providing saplings, seeds, and solar cold storage chambers to farmers, providing them with the tools and resources they need to grow and store their crops.

Overall, CropChain is transforming the agriculture industry by redefining the traditional supply chain management system and providing farmers and retailers with innovative tools and resources. With its commitment to transparency and efficiency, CropChain is a game-changer in the industry, facilitating fair trade and promoting sustainable agriculture practices.



# Our goal

Our main goal is to provide transparency and credibility to the supply chain and services while increasing the profitability of farm producers and retailers while remaining profitable ourselves. Our approach redefines the supply chain by eliminating all the middlemen and also providing a wide range of technologically improved services to both sides of the supply chain, i.e., retailers and farm producers.



## CURRENT PROBLEMS

### MATERIAL FLOW

- Lack of storage/Cold Chain
- Poor transportation
- Multiple intermediaries
- Food safety, Hygiene(pesticide MRL)

### INFORMATION FLOW

- Deficient and inefficient production management
- Non demand linked production
- Improper post harvest mgmt.
- Quality inputs

### MONEY FLOW

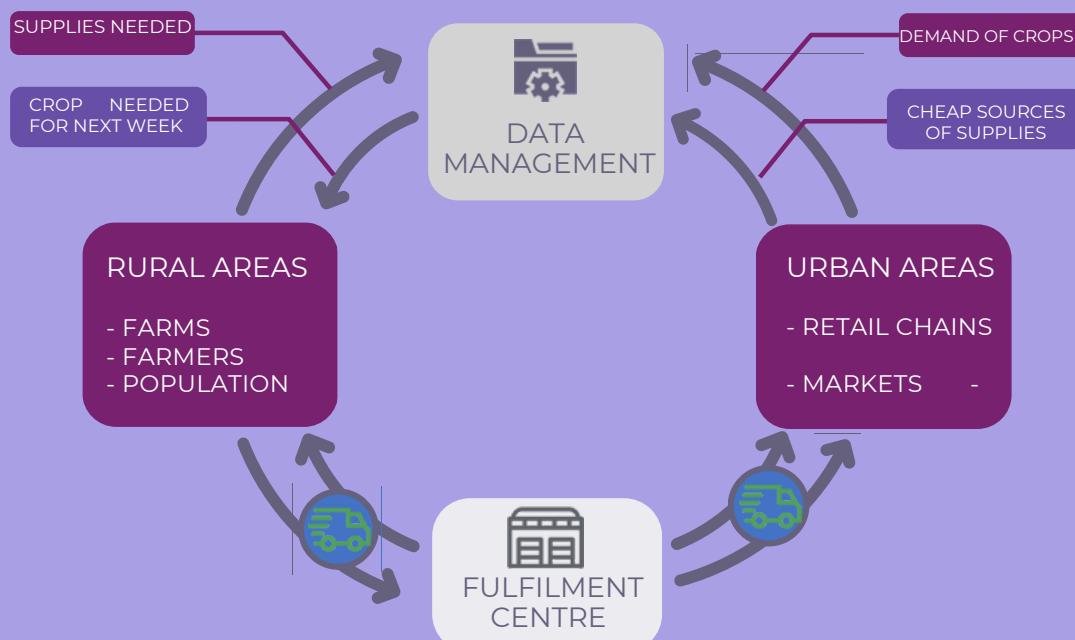
- No transparency in prices
- Lack of collateral for credit
- Long delays from producer to retailer
- Poor Marketing infrastructure



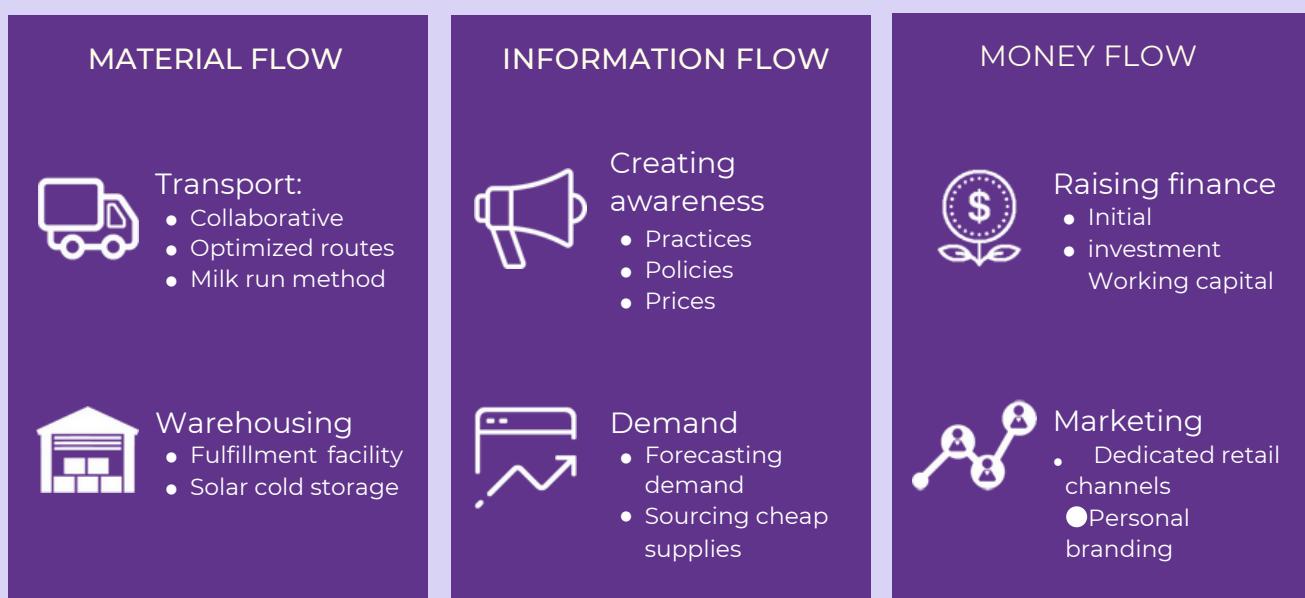
# Our Solution

Our solution is to redefine the current supply chain while providing several other services with the inclusion of technological advancements of machine learning and artificial intelligence for predictions and enhancing the services.

## New Supply chain



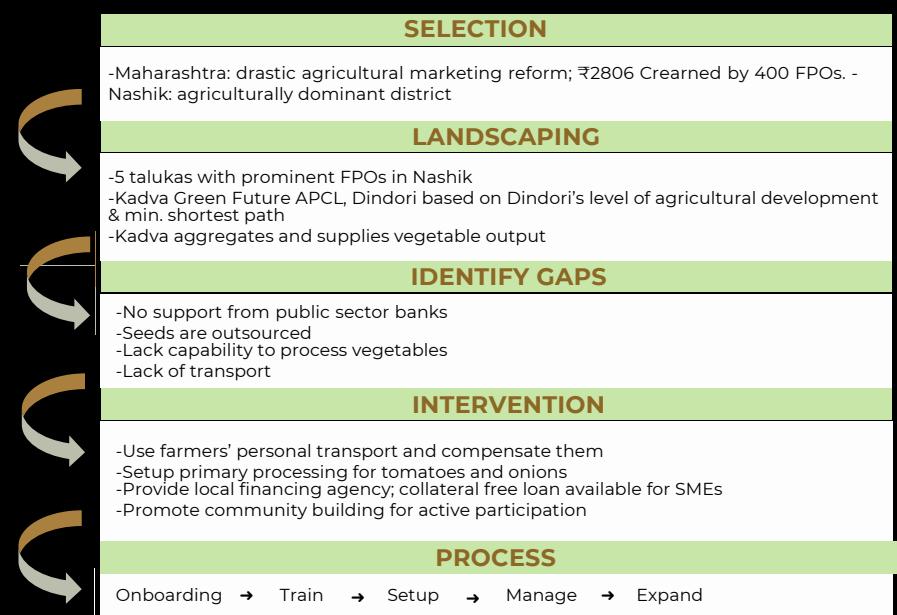
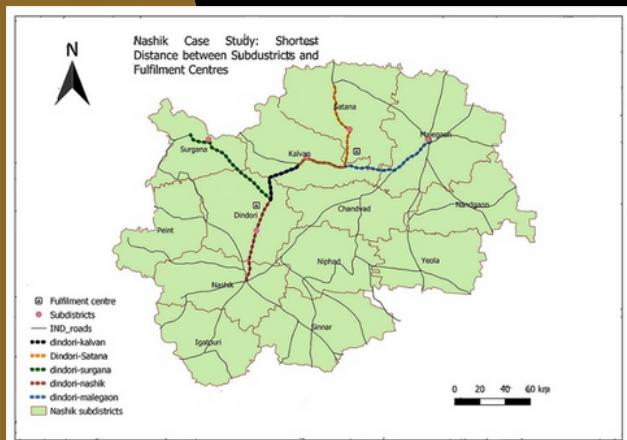
## Work Flow



# One Solution, Many Benefits

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

## Go-to-market Strategy



# SWOT Analysis of Competitors



SUPPLY CHAIN PLATFORM

<b>STRENGTH</b>	<ul style="list-style-type: none"><li>Strong supply chain management: Ninjacart has built a robust supply chain network that allows it to source fresh produce directly from farmers and deliver it to retailers and businesses within 12 hours. This has helped the company to ensure quality and reduce wastage.</li><li>Technology-driven operations: Ninjacart uses advanced technology to optimize its operations, including data analytics, artificial intelligence, and machine learning. This has helped the company to reduce costs, increase efficiency, and improve customer experience.</li><li>Diversified product portfolio: Ninjacart offers a wide range of products, including fruits, vegetables, dairy, and bakery items. This allows the company to cater to the diverse needs of its customers and increase its revenue streams.</li></ul>
<b>WEAKNESS</b>	<ul style="list-style-type: none"><li>Limited geographical presence: Ninjacart is currently operational in select cities in India. This limits the company's reach and growth potential.</li><li>Dependence on external suppliers: Ninjacart relies heavily on external suppliers for its products. This makes the company vulnerable to supply chain disruptions and quality issues.</li><li>High competition: The agri-tech industry in India is highly competitive, with several established players and new entrants vying for market share. This puts pressure on Ninjacart to differentiate itself and innovate constantly.</li></ul>
<b>OPPORTUNITIES</b>	<ul style="list-style-type: none"><li>Growing demand for fresh produce: With increasing health consciousness among consumers, there is a growing demand for fresh and healthy produce. This presents a significant opportunity for Ninjacart to expand its customer base and increase revenue.</li><li>Expansion into new markets: Ninjacart can explore opportunities to expand its operations to new cities and regions in India, as well as explore international markets.</li></ul>
<b>THREATS</b>	<ul style="list-style-type: none"><li>Government regulations: The agri-tech industry in India is heavily regulated, and any changes in government policies can have a significant impact on Ninjacart's operations and profitability.</li><li>Supply chain disruptions: Any disruptions in the supply chain, such as natural disasters or transportation issues, can have a significant impact on Ninjacart's operations and profitability.</li></ul>





## STRENGTH

- Direct farmer-to-retailer model: Crofarm's unique business model connects farmers directly with retailers, eliminating intermediaries and reducing costs. This also ensures fresh produce at lower prices for retailers and better returns for farmers.
- Strong focus on quality: Crofarm maintains strict quality standards for its products, ensuring that only the best produce is sold on its platform. This has helped the company to build a loyal customer base and differentiate itself from competitors.
- Diversified product portfolio: Crofarm offers a range of agricultural products, including fruits, vegetables, and staples. This allows the company to cater to the diverse needs of its customers and increase its revenue streams.

## WEAKNESS

- Limited reach: Crofarm's current operations are limited to select cities in India, which restricts its growth potential and market penetration.
- Dependence on suppliers: Crofarm heavily relies on external suppliers for its products, making it vulnerable to supply chain disruptions and quality issues.
- High competition: The agri-tech industry in India is highly competitive, and Crofarm faces competition from established players and new entrants, which increases pressure on the company to constantly differentiate itself and innovate.

## OPPORTUNITIES

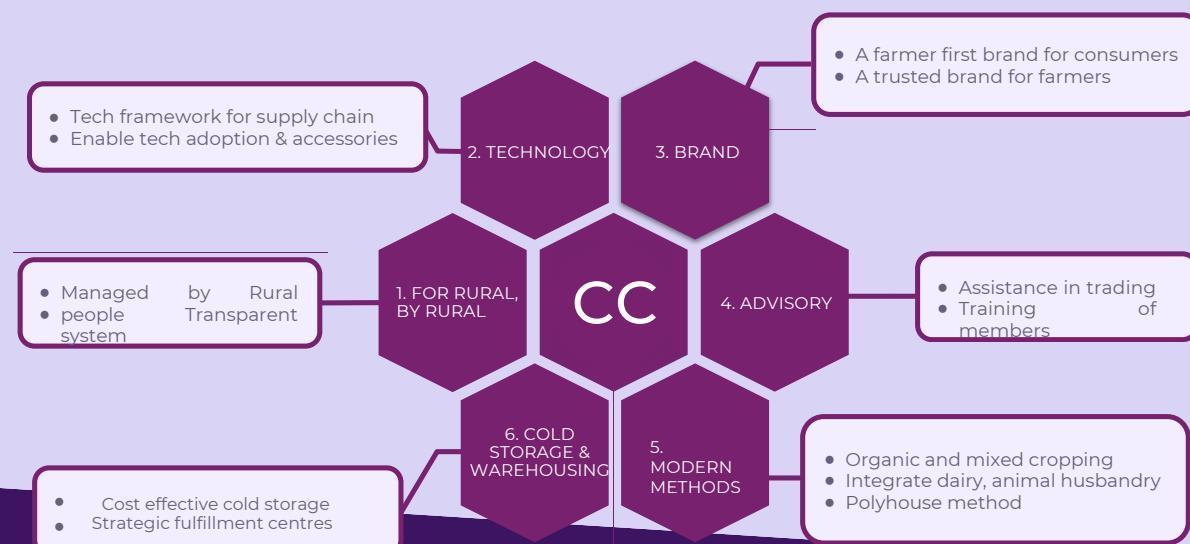
- Growing demand: With an increasing population and changing dietary habits, there is a growing demand for agricultural products in India, which presents a significant opportunity for Crofarm to expand its customer base and increase revenue.
- Geographic expansion: Crofarm can explore opportunities to expand its operations to new cities and regions in India and expand into international markets to reach a wider customer base.

## THREATS

- Regulatory changes: The Indian agri-tech industry is heavily regulated, and any changes in government policies can significantly impact Crofarm's operations and profitability.
- Supply chain disruptions: Any disruptions in the supply chain, such as natural disasters or transportation issues, can significantly impact Crofarm's operations and profitability.

# Uniqueness of CropChain

- CropChain is a unique agri-tech company that stands out from its competitors in several ways. Our approach is founded on a commitment to creating a sustainable, farmer-first brand that offers high-quality, organic produce to consumers while also empowering rural communities and small-scale farmers across India.
- One of the key ways in which we differ from other agri-tech companies is our tech framework for the supply chain. We have invested heavily in developing cutting-edge technology that enables us to track and trace every stage of the supply chain, from farm to table. This means that we can guarantee the freshness and quality of our produce, while also offering complete transparency and traceability to our customers.
- Another way in which we stand out is our focus on enabling tech adoption and accessories. We understand that many farmers in India are skeptical of technology and may lack the resources or knowledge to adopt new tools and techniques. That's why we offer a range of accessories and support services to help farmers integrate technology into their operations, improve their yields and quality, and increase their profitability.
- At the heart of our business is our commitment to being managed by rural people. We believe that the best way to create sustainable, long-term change in rural communities is to empower local people to manage and run their own businesses. We provide training, support, and resources to help rural entrepreneurs become successful managers and leaders in their own right.
- We also place a strong emphasis on transparency and fairness in our system. We believe that farmers deserve to receive fair prices for their produce, and we have created a pricing system that is transparent, reliable, and trustworthy. This means that farmers can sell their crops with confidence, knowing that they will receive a fair price and that their produce will be marketed and sold in a transparent manner.
- We are also a trusted brand for farmers. We provide assistance in trading, offering our farmers access to a wider market and better prices for their produce. We provide training and support to our members, enabling them to improve their yields, increase their profitability, and adopt sustainable and responsible farming practices.
- Finally, we believe in integrating dairy, animal husbandry, and the polyhouse method into our operations. This enables us to offer a wider range of products to our customers, while also supporting sustainable farming practices and the livelihoods of rural communities.
- Overall, CropChain is a company that is committed to creating a sustainable, fair, and farmer-first supply chain for high-quality, organic produce. We believe that by empowering rural communities and small-scale farmers across India, we can create a more equitable and sustainable future for all.





# Our SWOT Analysis

<b>STRENGTH</b>	<ul style="list-style-type: none"><li>Employment generation: CropChain can create jobs and improve rural livelihoods through its operations and expansion.</li><li>Improvement of agri-supply chain: By optimizing the agri-supply chain, CropChain can increase efficiency and reduce waste.</li><li>Traceability, transparency, and direct involvement: CropChain can increase transparency and trust by providing customers with direct access to information about their produce.</li><li>Well-established network of CropChain: With an established network, CropChain can expand and improve its operations through existing partnerships.</li></ul>
<b>WEAKNESS</b>	<ul style="list-style-type: none"><li>Huge capital investment and management: Mismanagement of large capital investments can lead to financial losses and potentially even bankruptcy. Proper financial management and monitoring cash flow are essential for a healthy company.</li><li>Lack of trust on technology and outsiders by rural people: Without trust from the local community, it may be difficult to establish a customer base and grow the business. Building relationships through transparency and local partnerships can help overcome this challenge.</li><li>Lack of infrastructure in rural areas: Poor infrastructure in rural areas can lead to delays and added expenses. Investing in rural infrastructure or focusing on low-tech solutions can help mitigate this challenge and increase accessibility to products and services.</li></ul>
<b>OPPORTUNITIES</b>	<ul style="list-style-type: none"><li>The new farm bills: Potential to capitalize on the changes and disruptions in the market to establish CropChain's presence.</li><li>Increasing government support for agri tech startups: Potential for increased funding and support from government initiatives.</li><li>New age of rural entrepreneurs: Potential for partnerships and collaborations with innovative rural entrepreneurs.</li></ul>
<b>THREATS</b>	<ul style="list-style-type: none"><li>Competition from other players: Potential for loss of market share to established competitors or new entrants.</li><li>Not getting money from banks: Potential for financial constraints due to difficulty in obtaining loans or funding.</li><li>Adverse climatic conditions or natural calamities: Potential for crop failure, supply chain disruptions, and market fluctuations due to weather events.</li></ul>

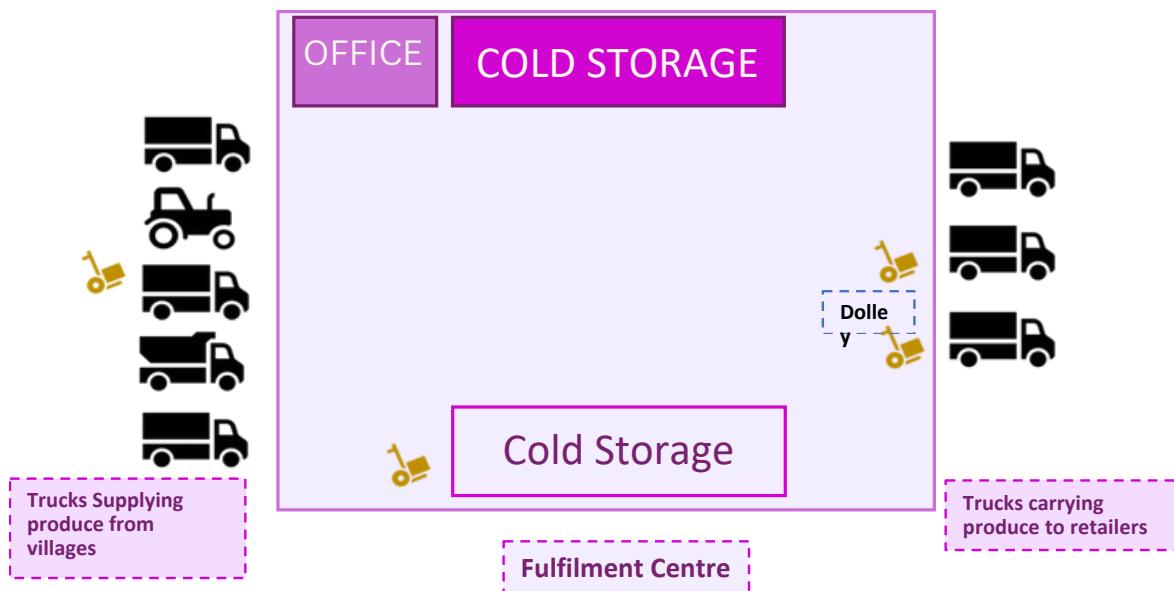


# Fulfilment Centres

Fulfilment centres are facilities that are used by companies to store, package, and ship their products to customers. In the context of CropChain, our fulfilment centres will be used to store agricultural produce and related products, which will be sourced directly from farmers and agribusinesses. The centres will have a range of features including cold storage facilities, IT infrastructure, and a workforce comprising rural workers and entrepreneurs. The primary use of fulfilment centres is to improve the efficiency and speed of the supply chain for a company's products. By having multiple centres located strategically across the country, companies can minimize shipping times and costs, improve inventory management, and streamline the packaging and shipping process. Additionally, fulfilment centres can help companies scale their operations without incurring the high costs of building and managing their own warehouses.

Advantages of our Fulfilment Centres include:

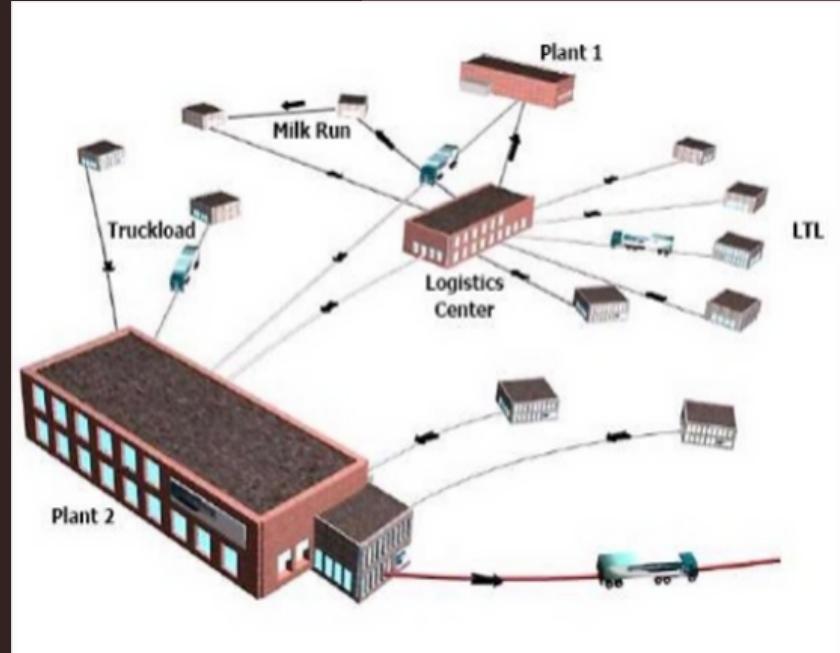
1. Access to local produce: Our centres will be strategically located close to major villages or towns, allowing us to gain easy access to local produce.
2. Reduced transportation costs: By placing the centres closer to the villages and towns, we can reduce the transportation costs associated with moving produce from the farms to the city.
3. Cold storage facilities: The cold storage facilities will allow us to store extra produce as buffer stock, which will reduce the risk of spoilage and waste.
4. Employment opportunities: The centres will create employment opportunities for rural workers and entrepreneurs, helping to stimulate local economic development.
5. Improved supply chain management: The IT infrastructure and the involvement of rural workers will help us to better manage our supply chain, resulting in more efficient operations and improved customer satisfaction.



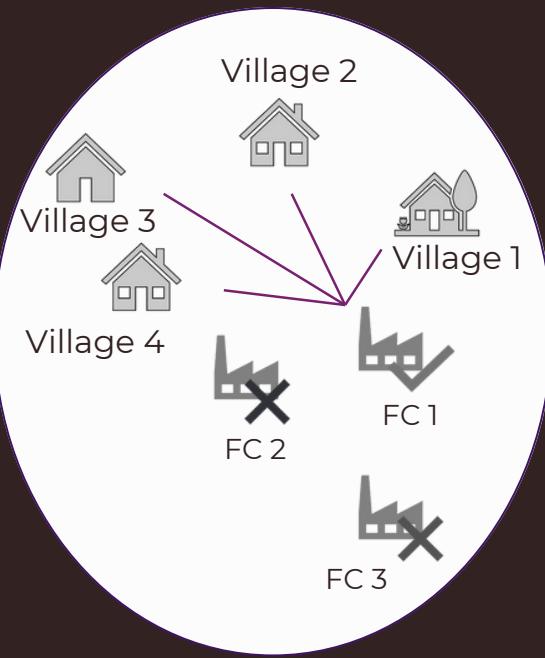
# Milk Run Method

This method is used for distribution and transportation.

- A delivery method used to transport mixed loads from various suppliers to one customer.
- One truck (or vehicle) visits the suppliers to pick up the loads for that customer every week.
- A reverse milk run method for delivering goods from farmers to fulfilment centres.
- The operators will follow pre decided routes, collect produce depending on their capacities and drop it off to the fulfillment centres.



## Locating the Fulfilment Centre



Set of customers (Villages)  $C = \{1 \dots n\}$

Set of possible Fulfilment centre  $W = \{1 \dots m\}$  that could be built.

Cost function: transportation cost from a customer to a warehouse

Fixed cost associated with each warehouse if it is built.

$x$  is the selection of path between villages and fulfilment centre,  $y$  is the selection of the fulfilment centre

$$\begin{aligned}
 \min & \quad \sum_{i=1}^n \sum_{j=1}^m \text{transportcost}_{i,j} \cdot x_{i,j} + \sum_{j=1}^m \text{fixedcost}_j \cdot y_j \\
 \text{subject to} & \quad \sum_{j=1}^m x_{i,j} = 1 \quad i = 1, \dots, n \\
 & \quad x_{i,j} \leq y_j, \quad i = 1, \dots, n \quad j = 1, \dots, m \\
 & \quad x_{i,j} \in \{0, 1\} \quad i = 1, \dots, n, \quad j = 1, \dots, m \\
 & \quad y_j \in \{0, 1\} \quad j = 1, \dots, m
 \end{aligned}$$

# POLYHOUSE

CropChain has implemented a polyhouse near its fulfillment center, which is designed to grow fruit-bearing crops until the infant stage. The polyhouse is a controlled environment that provides the ideal conditions for crops to grow and develop, ensuring that they are healthy and strong when they are handed over to farmers.

The polyhouse is situated near the fulfillment center, which makes it easy for the company to transport the infant crops to farmers in a timely and efficient manner. By growing the crops until the infant stage, CropChain is able to ensure that they are at their strongest and healthiest, which helps to increase the quality of the final product and the profitability of the farmers who grow them.



When the crops are handed over to farmers, they are able to grow them in their own fields, using the knowledge and expertise that they have developed over years of farming. This ensures that the crops are able to thrive in the local environment, further increasing the quality of the final product and the profitability of the farmers who grow them.

The use of a polyhouse is a key component of CropChain's commitment to sustainable agriculture practices. By growing crops in a controlled environment, the company is able to reduce the use of pesticides and other chemicals, which helps to protect the environment and the health of farmers and consumers.

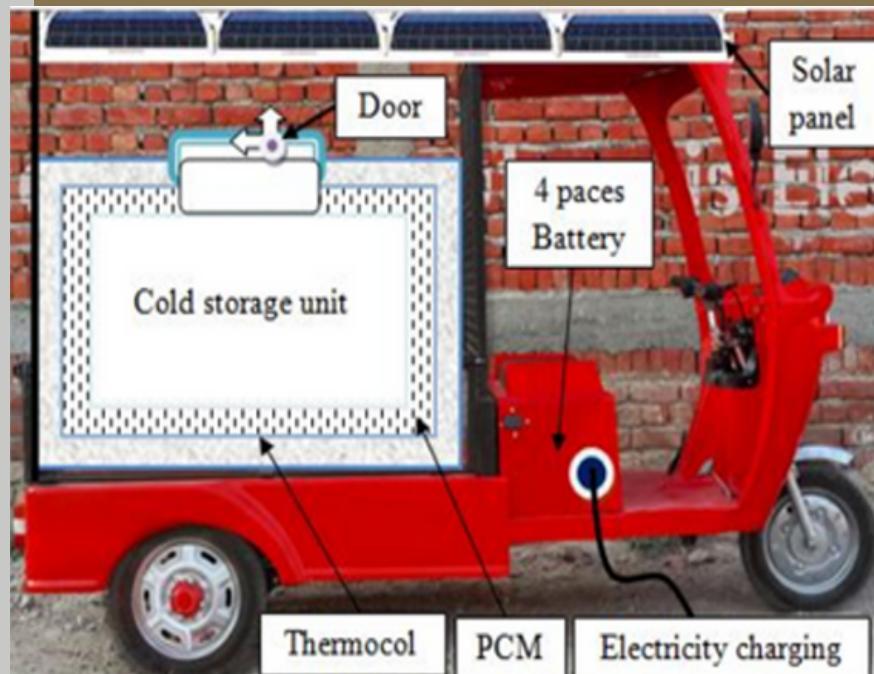


# SOLAR COLD STORAGE CHAMBER

## Solar Hybrid Mobile Multipurpose cold storage

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 decreases the rotational speed of the compressor and vice versa



## Solar Adsorption Refrigeration cold storage system

- Initially, adsorbent is at low temperature TA and at low- pressure.
- Then heating of adsorbent, along with adsorbate.
- The collector is connected with the condenser and the progressive heating of the adsorbent, causes some adsorbate to be desorbed and its vapor to be condensed.
- When the adsorbent reaches its maximum temperature, desorption ceases.
- Then the liquid adsorbate is transferred into the evaporator and the collector is closed and cooled.
- The decrease in temperature also induces the decrease in pressure.
- Then the collector is connected to the evaporator and adsorption and evaporation occur while the adsorbent is cooled.
- During this cooling period heat is withdrawn to decrease the temperature of the adsorbent.
- This cycle continued and provide the desired cooling

# Mobile Application

CropChain's mobile application is a key component of the company's innovative supply chain management system. Designed to facilitate the ease of information and services for farmers and retailers, informing farmers about their crop's cost, including quantity and quality, and retailers to place orders directly at lower prices as compared to wholesalers. The mobile application provides a user-friendly platform for farmers and retailers to track their order progress, shipment and payment details also.

One of the key features of the mobile application is its ability to provide real-time updates about crop availability and quality. This ensures that retailers have access to the most accurate and up-to-date information about the crops, allowing them to make informed decisions about their purchases. Additionally, the mobile application provides alerts to farmers when orders are placed, ensuring that they can harvest their crops at the appropriate time and reduce the risk of spoilage.

The mobile application also provides a range of additional features that are designed to improve the overall user experience. For example, farmers can access information about weather patterns, pest outbreaks, and other factors that may affect their crops, enabling them to make informed decisions about their farming practices. The application also provides access to CropChain's additional services, such as seed and sapling provision, making it easy for farmers to order the resources they need to grow their crops.

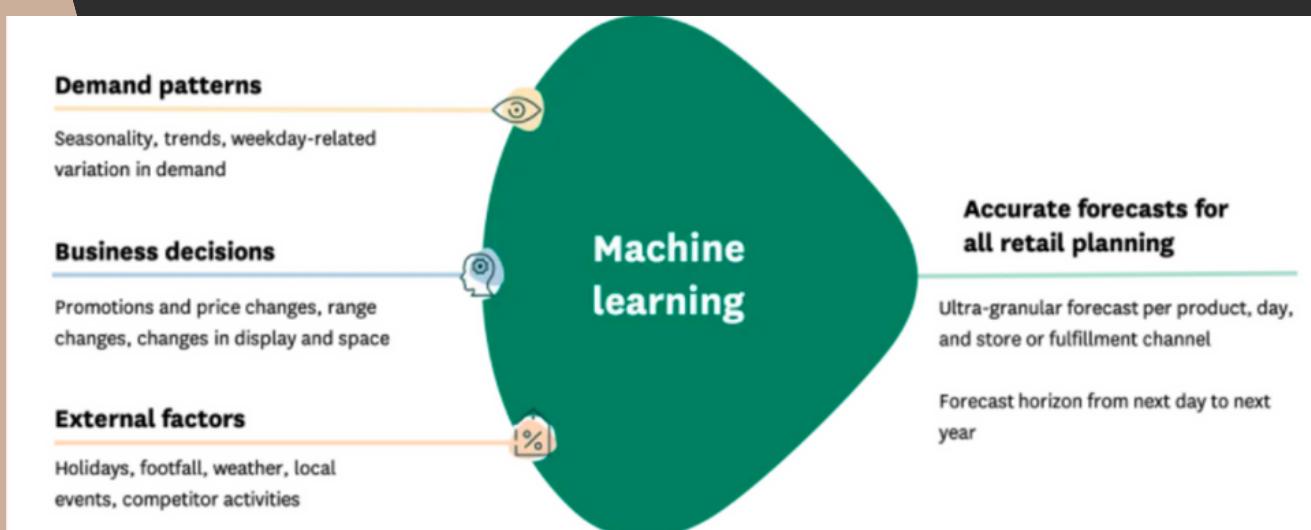
Overall, CropChain's mobile application is a powerful tool that enables farmers and retailers to connect in a streamlined and efficient manner. By providing real-time updates, access to additional services, and a user-friendly interface, the mobile application is a key component of CropChain's innovative supply chain management system, helping to facilitate fair trade and sustainable agriculture practices.



# Demand Forecasting



To forecast the demand of the market, we are using machine learning techniques to analyze historical sales data and identify patterns such as seasonality, trends, and weekday-related variation in demand. We also take into account business decisions like promotion and price changes, range changes, and changes in display and space. Additionally, we factor in external factors such as holidays, footfall, weather, local events, and competitor activities. This data is then used to create a predictive model that can estimate future demand levels and help us make informed decisions about inventory management, production planning, and sales strategy. By using machine learning to forecast demand, we can optimize our operations and ensure that we are meeting customer needs while minimizing waste and inefficiencies.



# CASH FLOW AND STATISTICS

## INCOME STATEMENT - 1

	Growth Rate		10%							
	Q4FY0	Q1FY1	Q2FY1	Q3FY1	Q4FY1	Q1FY2	Q2FY2	Q3FY2	Q4FY2	
<b>Revenue</b>										
Retailer Sales	1,005,248	2,010,496	5,691,041	6,132,574	4,423,090	4,423,090	8,346,860	6,745,832		
Credit Sales	3.4% of farmer sales	34,178	68,357	193,495	208,508	150,385	150,385	283,793	229,358	
Reverse Supply	21.6% of farmer sales	217,134	434,267	1,229,265	1,324,636	955,388	955,388	1,802,922	1,457,100	
<b>Total Revenue</b>	1,256,560	2,513,120	<b>7,113,801</b>	<b>7,665,718</b>	5,528,863	5,528,863	10,433,574	8,432,290		
<b>Fundraising</b>										
Debt financing	1145000									
Grants	105000									
<b>Costs</b>										
Farmer Payment	492,212	984,423	3,715,431	3,002,767	2,165,732	2,165,732	4,086,975	3,303,044		
Transportation	111,437	222,874	807,543	702,814	490,322	490,322	888,297	773,096		
Fulfillment Centres	69,250	138,500	277,000	277,000	277,000	277,000	277,000	277,000		
Reverse Supply - costs	206,277	412,554	1,167,802	1,258,404	812,079	859,849	1,622,629	1,311,390		
IT services	65,000	130,000	260,000	260,000	312,000	312,000	312,000	312,000		
Miscellaneous	47,209	94,418	311,389	275,049	202,857	205,245	359,345	298,826		
<b>Total Cost</b>	991,384	1,982,768	<b>6,539,165</b>	<b>5,776,035</b>	4,259,990	4,310,148	7,546,246	6,275,356		

## INCOME STATEMENT - 2

<b>Capital Expenditure</b>									
Fulfillment Centres	1100000								
IT infrastructure	150000								
<b>EBIT</b>	265,176	530,351	<b>574,636</b>	<b>1,889,683</b>	1,268,873	1,218,715	2,887,328	2,156,934	
Tax	92,811	185,623	201,123	661,389	444,106	426,550	1,010,565	754,927	
Interest	103,050	89,856	61,443	33,356	0	0	0	0	
	0								
<i>Income without debt payment</i>	146,602	315,703	<b>312,071</b>	<b>1,194,938</b>	<b>824,767</b>	792,165	1,876,763	1,402,007	
<b>Debt Schedule</b>									
Principal outstanding	1145000	1145000	998,398	682,695	370,624	0	0	0	0
Principal paid	0	146,602	315,703	312,071	370,624				
ending principal	1145000	998,398	682,695	370,624	0	0	0	0	0
<b>Net Income</b>	0	0	0	824,313	824,767	792,165	1,876,763	1,402,007	



# AGRICULTURE

## AGRICULTURE - 1

Name	Price/quintal	Amount in quintals	Rs	Quarter of harvest	Assumption
BAJRA	2150	2445000	5256750000	Q3, Q4	Sep-Oct split equally
MAIZE	1850	860000	1591000000	Q3, Q4	Sep-Oct split equally
RAGI	3295	402000	1324590000	Q3	May-Sept
Tur (Arhar)	6000	65000	3900000000	All throughout	
MOONG	7196	100000	719600000	Q1, Q2	Mar-Apr split equally
Jowar	2630	135000	355050000	Q3, Q4	Sep-Oct split equally
Paddy	1878	702000	1318356000	Q3, Q4	Sep-Oct split equally
WHEAT	1975	813000	1605675000	Q1, Q2	Mar-Apr split equally
GRAM	5100	245000	1249500000	Q1, Q2	Mar-Apr split equally
Cotton	5515	200000	1103000000	Q1, Q2	Mar-Apr split equally
Onion	1000	2442000	2442000000	Assume uniform	
Grape	3500	700000	2450000000	Assume uniform	

## AGRICULTURE - 2

District	Total Area (km2)	% of GCA	GCA	
Dindori	6128	64.01	3922.5328	
Satana	7502	42.32	3174.8464	
Kalvan	859.7	26.09	224.29573	
Surgana	821	49.62	407.3802	
Malegaon	1818	48.37	879.3666	
			860842%	
<b>Our talukas proper Coverage within talukas</b>				
		1.08%	5.00%	
	Q1	Q2	Q3	Q4
Quantity	920.6	920.6	1667.7	1451.5
Revenue	1968846.9	1968846.9	3715431.4	3002767.1



# TRANSPORTATION

To Fulfillment Centre					
Route	Distance (km)	Load fraction	Total Load	Trucks	Fuel Cost
Satana-Dindori	82.5	0.368807024	180.7479741	362	516664.5
Kalvan-Dindori	53.2	0.02605538356	12.76943628	26	23929.36
Surgana-Dindori	69.5	0.04732344822	23.19266401	47	56510.45
Malegaon-Dindori	113	0.1021518959	50.06343975	101	197444.9
Dindori	5	0.4556622483	223.3146955	447	38665.5

From FC to Nashik					
Distance	26	Annual load	490.09	tons	
Load per truck	1.5				
Fuel efficiency per truck	2			0.5	tons
Number of trips per annum	327			86.5	Rs/l
Total cost (outbound)	367711.5			5	km/l

# REVERSE SUPPLY CHAIN

Category	% of NAE	% from cities	Amount
Cereals & pulses	19.88%	40%	8%
Fruit & vegetables	7.82%	20%	2%
Household	2.38%	100%	2.38%
Clothing	4.28%	90%	4%
Footwear	0.50%	90%	6128
Personal care	2.73%	90%	7502
Electrics	2.94%	100%	8597
Durable goods	3.47%	80%	821
	44.00%		1818
Agriculture	100%	20%	20%
			Our tal
	AE	NAE	
Revenue factor	50%	50%	
Scaling factor	24%	Q1 20%	Q2
	Quantity		920.00
			21.60%



# INFORMATION TECHNOLOGY

<b>Costs in INR</b>			
No of helpline employees	5	Employees	Monthly costs
No of tech employees	5	Helpline	60000
		Maintainence (Tech)	125000
One time investments	150000	Server rents	75000

## FULFILMENT CENTRE

<b>Setup Costs</b>		<b>Running Costs</b>	
Area	4000 sqft	Employees	
Cost of construction	100 rs / sqft	Manager	1 14000 rs / month
Cost of land	100 rs/ sqft	Workers	10 7000 rs / month
Total setup cost	800000	Employee costs	1008000
Cold storage	300000	Utilities	100000
<b>Total</b>	<b>1100000</b>	<b>Total</b>	<b>1108000</b>

## RAISING CAPITAL



**SBI**

Finance

Quantum of loan (Min/Max):  
Min: Rs. 50 lacs  
Max: Rs. 10 Cr (higher limit allowed as per Bank's discretion)  
Interest Rate: 9.65% onwards  
Repayment Period: 66 - 120 months.  
Repayment in EMI basis  
Upfront Fee : 1% of the limit



**mudra**

Loans

Quantum of loan:  
SHISHU: Upto Rs.50,000  
KISHORE: from Rs.50,001 to Rs.500,000  
TARUN: from Rs.500,001 to Rs.10,00,000  
Interest Rate: 8.05% onwards  
Repayment Period: 3 - 5 yrs (moratorium upto 6 months)  
Repayment in EMI basis  
Upfront Fee : Nil -0.5%



**NABKISAN FINANCE LIMITED**  
A subsidiary of YESBILD  
(Formerly Agri Development Finance (Tamilnadu) Limited)

Loans to FPOs

Quantum of loan:  
Min: Rs. 3,00,000 for WC  
Min: Rs. 5,00,000 for Term Loan  
Max: Up to 6 times of the net worth of the FPO or Rs.1 crore  
Interest Rate: 15% onwards  
Repayment Period: WC-1 year and term loans-3-5 years  
Repayment in EMI basis  
Upfront Fee : 0.5%



**Agriculture Loans to Farmers**

Crop Loan  
Term Loan  
Farm Mechanization Loan  
Allied Activities Loan

Interest Rate: 7.5% onwards  
Upfront Fee : 0 -4%



# Future goals and Long Term Plans

CropChain's long-term goals include revolutionising the agricultural industry by empowering farmers, increasing transparency in the supply chain, and providing high-quality and affordable products to consumers. Our primary objective is to become a leading brand in the agriculture sector by leveraging technology and innovation.

We aim to establish a well-established network of farmers and suppliers, build a state-of-the-art supply chain infrastructure, and integrate technology throughout the process to achieve our goals. We strive to promote sustainable and organic farming practices and to assist farmers in achieving higher crop yields and profitability.

In the long term, we aim to expand our operations globally and become a trusted brand among consumers and farmers. We will continue to focus on empowering rural entrepreneurs, promoting fair trade practices, and providing exceptional customer service.

At CropChain, our vision is to create a sustainable and efficient agricultural ecosystem that benefits all stakeholders involved. We are committed to innovation, technology, and transparency, and we believe that by working together, we can create a better future for agriculture.

## Potential Exit Plans

As CropChain, our company's exit strategy should be carefully planned and executed in order to maximize value for our shareholders and ensure the continued success of our business. There are several potential exit options for our company to consider:

- 1. IPO (Initial Public Offering):** One option for our company's exit strategy is to go public through an IPO. This would allow us to raise significant capital and provide liquidity for our shareholders, while also increasing our visibility and credibility in the market.
- 2. Acquisition:** Another potential exit strategy for our company is to be acquired by a larger player in the industry. This could provide a quick return for our investors and allow us to leverage the resources and expertise of a larger organization to further grow and scale our business.
- 3. Merger:** A merger with a similar company could also be a viable exit strategy for our company, allowing us to combine resources and expand our market share. This would require careful consideration of the potential synergies and cultural fit between the two companies.
- 4. Management buyout:** In a management buyout, our current management team would acquire the company from existing shareholders. This could be a good option if our management team believes in the long-term potential of the business and wants to retain control.

Ultimately, the best exit strategy for our company will depend on a variety of factors, including market conditions, shareholder expectations, and our own growth prospects. As we continue to grow and evolve as a company, we will remain open to exploring all potential options for maximizing value and achieving our long-term goals.

