



Promode Agro Farms - Hyderabad's First & Only Source for Hard-to-Find Regional Organic Foods – Fresh from Farms to You

Customer Pain Points

Limited Availability 🛑 | High Supply Chain Costs 💰 | Affordability 💵

✅ **Limited Availability:** 30L+ migrants in Hyderabad struggle to find **authentic regional organic foods**.

✅ **High Supply Chain Costs:** Farmers earn only **25-30% of the final retail price**, while consumers pay **30-50% more** due to middlemen.

✅ **Affordability:** Hydroponic/greenhouse organic produce costs **100%+ more** than traditional farming.

Solution

✅ **Exclusive Regional Organic Foods** – Unique local varieties, now available in Hyderabad.

✅ **Farm-to-Consumer Freshness** – Sourced directly from farmers, eliminating middlemen.

✅ **Affordable & Convenient** – Premium organic produce at competitive prices, delivered to you.

✅ **First & Only in Hyderabad** – Pioneering an untapped market opportunity.

Competitive Analysis

Feature	Promode Agro Farms ✅	Local Organic Stores ❌	Online Marketplaces ❌	Supermarkets ❌
Hard-to-Find Regional Organic Foods	✅ Yes	❌ No	❌ No	❌ No
Direct Farm-to-Consumer Freshness	✅ Yes	❌ No (Middlemen)	❌ No (Warehouse Storage)	❌ No (Supply Chain Lag)
Affordable Pricing	✅ Yes (Eliminating Middlemen)	❌ High Markups	❌ High Platform Fees	❌ Expensive Imports
Local Hyderabad Focus	✅ Yes	✅ Partial	❌ No	❌ No
Fast & Convenient Delivery	✅ Yes	❌ Limited	✅ Yes	❌ No
Higher Farmer Earnings	✅ Yes (50%+ More)	❌ No	❌ No	❌ No

💡 **Takeaway:** Only Promode Agro Farms combines affordability, farm freshness, and exclusive regional varieties—giving both consumers and farmers a better deal!

Market Opportunity (TAM/SAM/SOM)

Regional Food Market Size

- Hyderabad has **30 lakh+ migrants**
- Migrants spend an estimated **₹5,000-₹10,000 per month per household** on groceries.
- Assuming **10% of these households prioritize regional foods**, the market potential is:

(3 lakh households) × (₹6,000 average monthly spend) = ₹2160 Cr (\$260M) per year

- If **organic regional food captures 25% of this market**, that's a **₹500-550 Cr (\$60-70M) opportunity**.

Organic & Farm-to-Table Market Size







- India's **organic food market** is projected to reach **₹2,500 Cr (\$300M) by 2026**.
- Hyderabad, being a **premium urban market**, is likely to capture **₹300-500 Cr (\$35-60M)** in organic food demand.
- **Regional organic foods (niche but growing)** is **₹100-150 Cr (\$12-18M) market** in Hyderabad alone.



Business Model



Revenue Streams:

-  **Direct-to-Consumer (DTC):** Online & offline organic food sales.
-  **Livestock:** Desi Eggs, shipped to outlets.
-  **Subscription Model:** Monthly organic produce boxes.
-  **B2B Sales:** Supplying organic ingredients to restaurants & cafes.
-  **Export:** Papaya/Drumstick export.
-  **Software:** Distribute home-grown supply chain and F2C product.



Go-to-Market Strategy

- 📱 **Social Media & Influencer Partnerships** – Engaging customers through targeted campaigns.
- 🤝 **Community Participation** – Connecting with local and migrant communities.
- 🏪 **Strategic Tie-ups** – Partnering with local organic stores & restaurants.
- 📦 **Subscription & Referral Programs** – Driving customer retention and word-of-mouth growth.

Traction

Current Financials & Growth:

📌 **Growing at 10% MoM**, purely via referrals 🚀

✓ 👤 **Customer Base:** 1,000+

✓ 💰 **Revenue:** ₹15,00,000 per month

✓ 📦 **Monthly Order Volume:** 1,300+

✓ 🛒 **Average Order Value (AOV):** ₹450

✓ 📈 **Net Profit Margin:** 20-40%

✓ 🎯 **Customer Acquisition Cost (CAC):** ₹500

✓ 💡 **Lifetime Value (LTV):** ₹10,000

✓ ➡️📱 **ARPU:** ₹2,000 per month

✓ 🔄 **Customer Churn Rate:** 20%

Milestones Ahead

🚀 **10000+ customers** in a year

🌱 **Partnering with 500+ local farmers** to scale supply

💰 **Targeting \$3M/ Yearly revenue** within a year

Investor Takeaway

◆ ₹100-300 Cr (\$12-35M) Untapped Market Opportunity

The Hyderabad **regional organic food market** is **ripe for disruption**, driven by **migrant demand, premiumization, and the farm-to-table movement**. **Promode Agro Farms** is strategically positioned to **capture and lead this niche early**.

◆ Proven Digital & Supply Chain Advantage

Our **Promode Agro Digital Team** has already built a **MVP F2C, eCommerce, and supply chain platform**, which **can be scaled and sold to SMB businesses**, especially in the **MEENA region**.

◆ Profitable & Scalable Growth Model

With a **profitable foundation, rapid referral-based growth, and a clear path to expansion**, we are positioned to **scale efficiently while maintaining strong margins**.

The Ask (Funding & Use of Funds)

 **Funding Requirement:** Seeking \$500K for 10% equity.

 **Use of Funds:**


-  **Growth & Expansion:** Scaling operations to new regions.
-  **Marketing & Customer Acquisition:** Digital campaigns, influencer partnerships, and community engagement.
-  **Tech & Platform Enhancement:** Improving our F2C digital ecosystem for seamless customer experience.
-  **Logistics & Supply Chain:** Strengthening last-mile delivery and farmer integration.
-  **Team Growth:** Hiring key talent in operations, marketing, and tech.

With this funding, we aim to **scale to 10000+ customers, partner with 500+ farmers, and hit \$3M in yearly revenue with a net profit of \$800K/Y. Per \$100k/ Yearly investment can generate 8k-12k orders/M with a yearly revenue of \$600k with Net profit \$120k-\$300K.**

The Team

 **Papu Bhattacharya – Founder & CEO**

- ◆ 25+ years of experience in **market-leading product development**
- ◆ Expertise in **building scalable AI enabled products**

 **Tina Bhattacharya – Co-Founder & CMO**

- ◆ 20+ years in **marketing, brand strategy, and customer engagement**
- ◆ Specializes in **digital marketing and community-driven growth**

 **Akbar Khan – Co-Founder & COO**

- ◆ 15+ years in **technology & operations management**
- ◆ Skilled in **supply chain optimization and digital transformation**

 **Rajkumar Sharma – Advisor (Agronomist)**

- ◆ 25+ years of expertise in **sustainable agriculture and organic farming**
- ◆ Former consultant for **large-scale agribusiness projects**

Achievements & Milestones

Top 10 Achievements:

- 1 Acquired 1,000+ customers, including 100+ high-LTV repeat buyers.**
- 2 Achieved profitability within 3 years with a scalable & predictable growth model.**
- 3 Developed an MVP digital platform (B2C eCommerce, WhatsApp Commerce, CRM, POS, and Supply Chain Management).**
- 4 Successfully established export-ready production for papaya & moringa.**
- 5 Recognized for superior quality & exceptional customer service.**
- 6 Achieving 10% Month-over-Month (MoM) growth, driven purely by referrals.**
- 7 Built a strong core team with expertise in agronomy, technology, supply chain, and marketing.**
- 8 Gained deep expertise in livestock farming, biodynamic agriculture & organic food production.**

- 9 Established a sustainable farm-to-consumer model that supports local farmers & enhances food security.
 - 10 Actively solving critical agricultural supply chain challenges through tech innovation & digital transformation.
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Impacts

- 1 Revitalizing Barren Lands – Converting unused land into lush green spaces through high-yield creeper farming, promoting sustainability and biodiversity.
- 2 Building a Smart F2C Ecosystem – Successfully developed an AI-powered, Fast Data-driven digital platform that enables seamless farm-to-consumer transactions at an ultra-low cost.