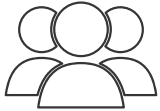




ONE STOP SOURCE FOR AGRI  
COMMODITIES FOR B2B BUYERS

# OUR FOOD

# INEFFICIENT FOOD SUPPLY CHAIN



**MULTIPLE VENDORS & DISTRIBUTORS**



**HIGH PRICE FOR BULK BUYER  
LOW FOR FARMER**



**CAPITAL INTENSIVE  
CENTRALIZED PROCESSING**



**INEFFICIENT MULTIPLE  
TRANSPORTATION**



**INCONSISTENT QUALITY**



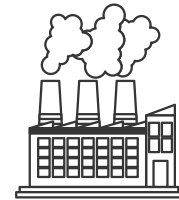
**NO DEMAND SUPPLY MATCHING**



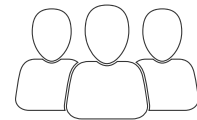
**FARMER**



**GOVERNMENT MARKET**



**CENTRALIZED PROCESSING**



**DISTRIBUTORS**



**SUPER MARKETS**

# OUR SOLUTION



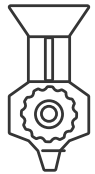
**FARMER FRANCHISE**



**AGRIBUSINESS CENTERS**



**RETAILERS, CHIAN OF  
HOTELS**



**INEXPENSIVE PROCESSING  
EQUIPMENT**



**CLOSE TO FARMS**



**CONNECTED TECH PLATFORM**



**TRAINING & DEMONSTRATION**

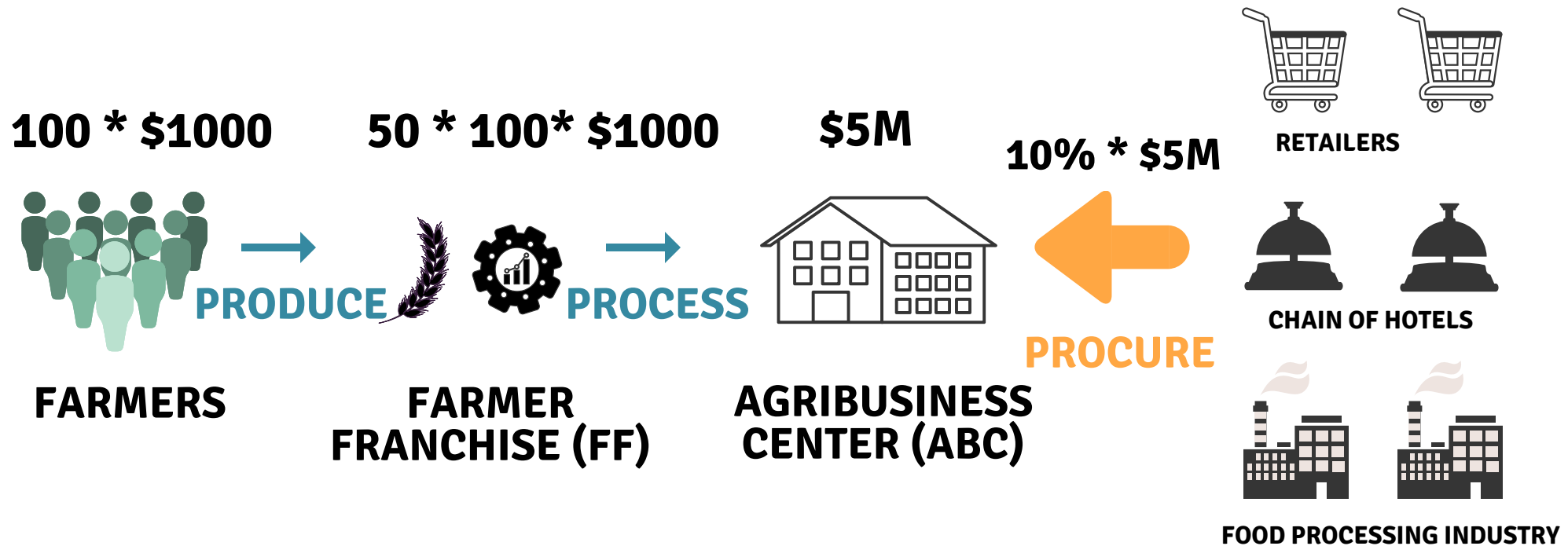


**OPTIMIZED PROCUREMENT**



**CONSISTENT QUALITY**

# OUR BUSINESS MODEL

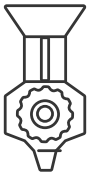


**\$500,000 PROCUREMENT REVENUE PER AGRIBUSINESS CENTER**

# FARMER FRANCHISE



**SEMI EDUCATED  
PROGRESSIVE FARMER**



**INEXPENSIVE  
PROCESSING EQUIPMENT  
<\$5000**



**MINI SHED <500 SQUARE  
FEET**



**EARLY VALUE ADDITION**



**CLOSE TO FARMS**



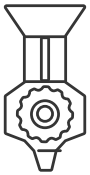
**CAPABLE TO PROCESS 100 FARMERS  
PRODUCE  
EACH WITH \$1000 VALUE OF PRODUCE**

**POTENTIAL TO REACH \$100,000  
REVENUE PER ANNUM**

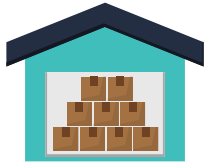
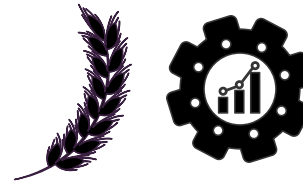
# AGRIBUSINESS CENTER



**6000 SQUARE FEET SHED**



**DEMONSTRATION OF  
INEXPENSIVE PROCESSING  
EQUIPMENT**



**WAREHOUSING FACILITY**

**CAPABLE TO HANDLE 50 FARMER FRANCHISE  
PRODUCE  
EACH WITH \$100, 000 VALUE OF PRODUCE  
PER ANNUM**



**QUALITY TRAINING**

**POTENTIAL TO REACH \$5, 000,000  
REVENUE PER ANNUM**



**ACCESSIBLE TO FARMER  
FRANCHISES**

**OUR FOOD MARGIN 10% = \$500K**

# OUR TRACTION



02

**AGRIBUSINESS CENTERS IN OPERATION**



10

**FARMER FRANCHISES BY MAY 2018**



\$40k

**MRR**



20

**B2B CLIENTS (RETAILERS, HOTEL CHAINS) ON-BOARDED**



**LIVE TECHNOLOGY PLATFORM & MOBILE APP**

# COMPETITION & DIFFERENTIATION

	COMPLETE BASKET	VALUE ADDITION	PRIVATE MARKET	TECH OPTIMIZED	ASSET LIGHT
ONLINE MARKET PLACES					
NINJACART	✗	✗	✗	✓	✓
WAYCOOL	✗	✓	✗	✓	✓
RETAILER'S OWNED COLLECTION CENTERS	✓	✗	✗	✗	✗
GOVERNMENT MARKETS	✓	✗	✗	✗	✗
OUR FOOD	✓	✓	✓	✓	✗

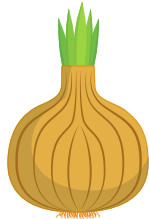




# MARKET OPPORTUNITY



Indian Food Retailing Market- ~\$350B



Serviceable Market (Modern Retailing & Hotel Chains) - ~\$35B



Targeted Market ~\$4B

# OUR ASK

## **\$750K BRIDGE ROUND TO SERIES-A**

**30%**

Operations & Technology

**40%**

Farmer Franchise Network Building

**30%**

Customer Acquisition & Engagement

**\$300k Commitment by 3Lines  
Ventures, SAATRA Capital**

**SERIES-A IN THE NEXT 9 TO 12 MONTHS**





# FUTURE MILESTONES



A

200 B2B Buyers on-boarding  
by March 2019

B

120 Farmer Franchises by  
March 2019

C

Tech Enhancements:  
Inventory, farmer franchise

D

100% fulfilment by farmer  
franchise

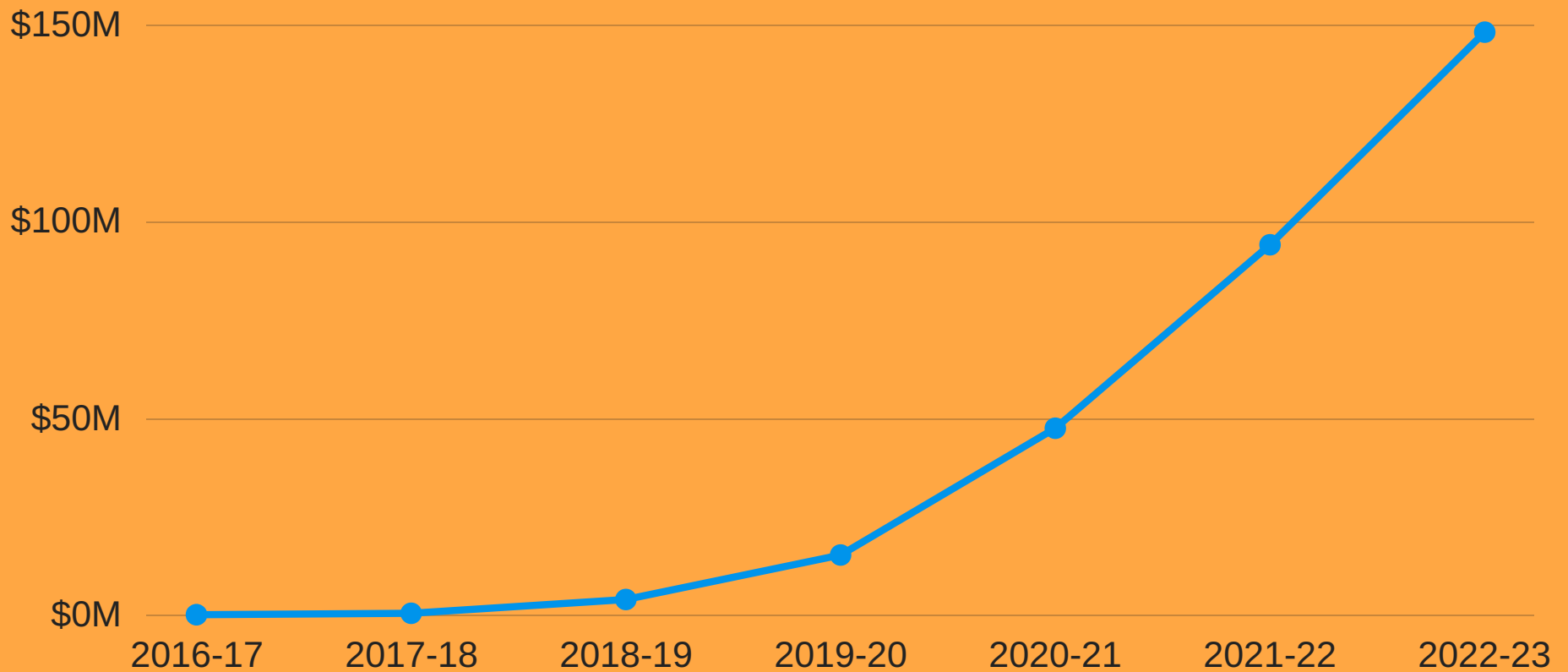
E

Forward contracts with food  
processing companies

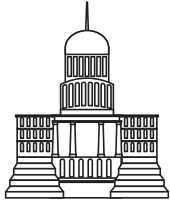
F

Our Food franchise model as  
a service delivery model

# PROJECTIONS



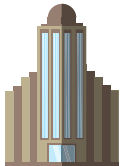
# OUR PARTNERS & SUPPORTERS



## GOVERNMENTS



## INSTITUTIONS



## CORPORATES



# EXIT OPTIONS



**RETAIL CHAINS**



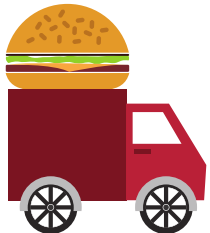
**D<sup>+</sup>Mart**



**E-COMMERCE**



**amazon**



**FOOD SUPPLY  
CHAIN COMPANIES**



# OUR TEAM



Bala Reddy. V, CEO  
Entrepreneur, experience across  
infrastructure, renewables



Raghuprasad. M, CTO  
Software Developer, worked with  
Microsoft, CA



Shashikanth. M, COO  
Intelligent Transportation  
Systems Professional

