



**DeepFlow**  
TECHNOLOGIES

*Assisting and uplifting farmers in the untapped segments*

# Founding Team



**Atthri Anand**

Chief Executive Officer  
Ex-BYJU'S - Business Development  
BTech. ECE – GCE Kannur



**Vishnu B Raj**

Chief Technology Officer  
Ex-SONY Research India - JRF  
PhD. Scholar Data Science- IIT Palakkad



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Chief Product Officer  
Software, Mechatronics  
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## Advisors :



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Chief, ICAR-KVK Kannur



**Dr. Yamini Varma**

Plant Pathology  
Chief, PRS Panniyur



**Dr. Sooraj P**

Data Analytics  
Prof., GCE Kannur



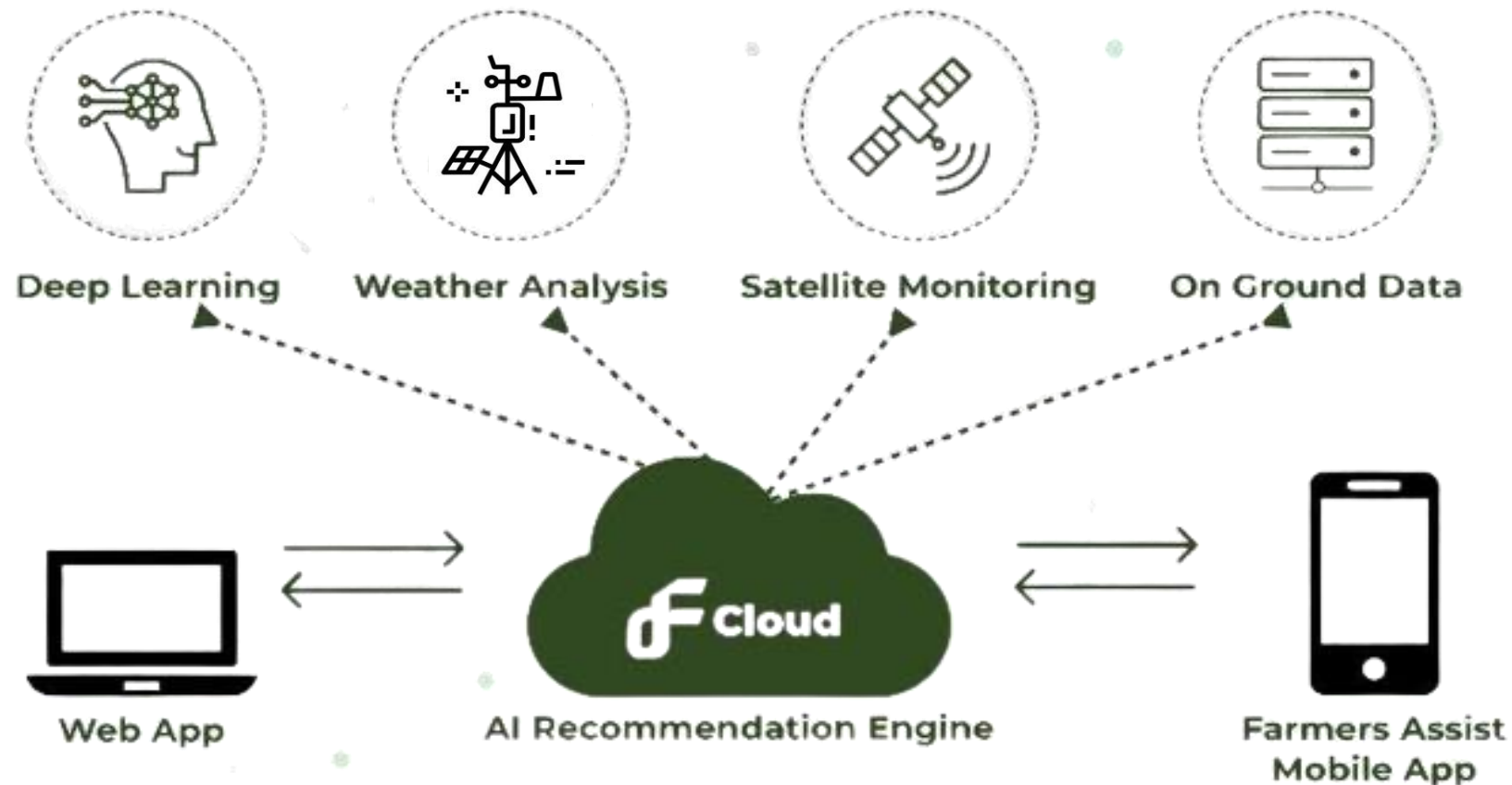
# Pain points



## Why isn't it solved?

- Lack of a farmer centric approach in solving for the root cause.
- Challenges around data acquisition & holistic analysis.
- Challenges around seamless collaboration between the farmers & the experts.

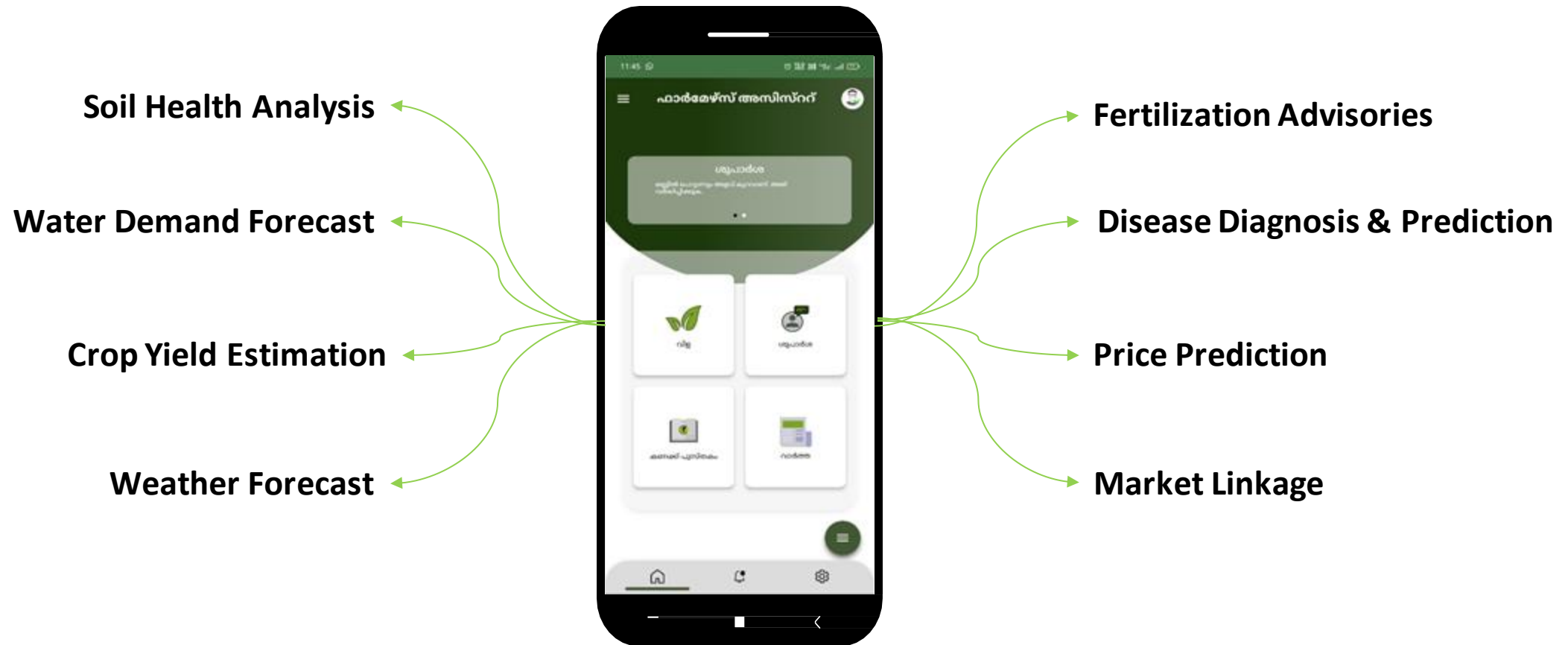
# Solution Model



**Unique platform for farmers to address multiple crops at a time**

# B2C – Farmer's Assist

Personalized Mobile Application for Farmers



Standard Operating Protocols (SOPs) ➡ Personalized Package of Practices ➡ Enhanced Quality & Yield ➡ Improved Revenue Margins

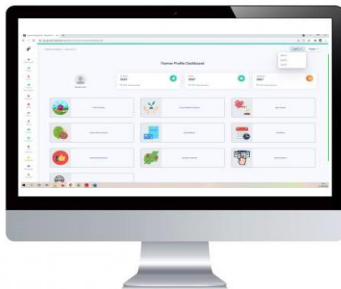
# B2B Offerings

## Partner API Services for Enterprise Stakeholders



- Beneficiaries : Farming Companies, Agri-Input Companies, Agri-Lending Companies, Developmental Agencies etc.
- Deliverables : Crop Yield Estimation, Disease Diagnosis & Prediction, Risk Assessment, Market Price Prediction etc.

## ERP Platform for Supporting Stakeholders



- Beneficiaries : Farmer Producer Organizations (FPOs), Farmer Societies, Government Organizations etc.
- Deliverables : Resource Management, Seamless Data Integration, Impact Assessment, Process Streamlining etc.

# Current Traction

## 1. B2B - Partnership with Malankara Plantations Limited (Aug. 2023)



*Malankara Plantations Limited is a 113 years old agricultural enterprise that primarily focuses on the cultivation of tea, rubber, coffee, and spices, leveraging the fertile lands of the Western Ghats region to produce exceptional agricultural products.*

- Revenue : ₹ 15 Lakhs
- Crops : Tea, Rubber, Coffee, Spices.

*Malankara Plantations Limited and Deepflow Technologies Private Limited have agreed to share expertise in developing revolutionary technologies in the Plantation sector.*

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# Current Traction

## 2. B2C - Farm Management Platform for Plantation Farmers (Feb. 2023 – Present)



- Current Users : **3 Plantation Farmers**
- Crops Addressed : **Nutmeg, Cardamom, Coconut, Pepper, Arecanut, Mango, Mangosteen, Rambutan, Avocado, Plantain.**
- Geographies : **Udayagiri (Kannur) 36 acres, Payyavoor (Kannur) 10 acres, Thamarassery (Calicut) 6 acres.**
- Products Deployed : **Farmer's Assist Mobile App, Augmented Weather Station, Motion Sensors (Intrusion).**
- Current Revenue\* : **₹ 1.95 Lakhs**





# Current Traction

## 3. B2G - Pilot with NABARD to deliver Farmer's Assist Mobile App (Feb. 2022 – 2024)



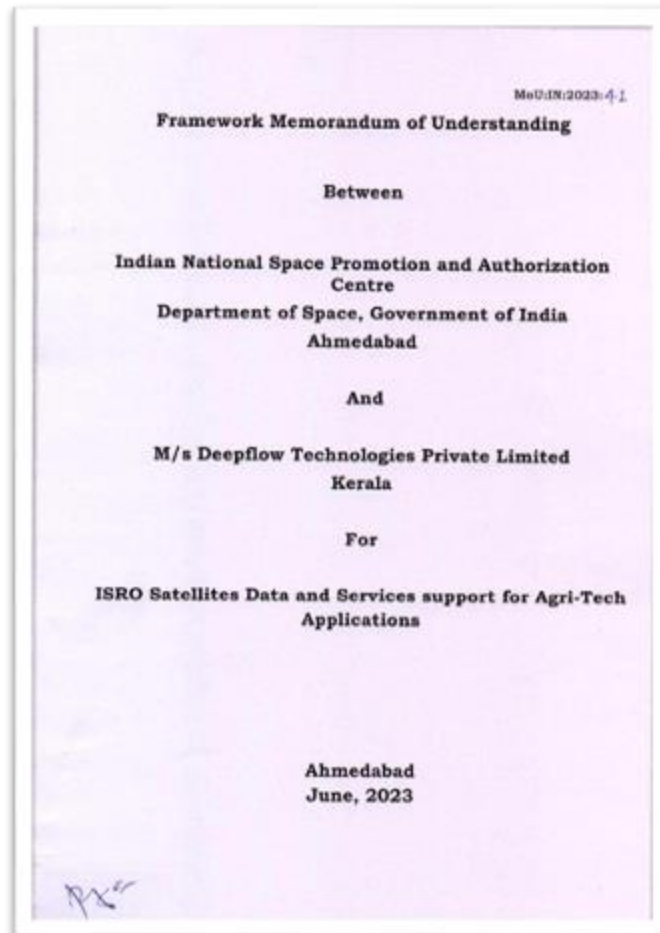
NATIONAL BANK FOR  
AGRICULTURE AND RURAL  
DEVELOPMENT

- Beneficiaries : **1200 Farmers in Kannur, Kerala**
- Pilot Revenue : **₹ 16.20 Lakhs**



# Current Traction

## 4. MoU – Collaboration with IN-SPACE/ISRO, Dept. Of Space Govt. Of India (Jun. 2023)



- Purpose : ISRO Satellite Data for Agri-tech Applications
- Type : Collaboration for Research/Commercialization

# Impact on Farmers

1. **Market Linkage with higher Farm Gate Price for farmers of Cheruthazham Farmer Producer Company, Cheruthazham Kannur.**



*“Our proprietary Market Price Prediction Model helped Cheruthazham Black Pepper Producer Company in taking critical decision in selling their 2 MT graded pepper with a profit margin of ₹ 30/Kg.”*



# Impact on Farmers (NABARD Pilot)

## 2. Reduced Crop Loss (80% recovery) in the Rice Fields of Mayyil Kannur



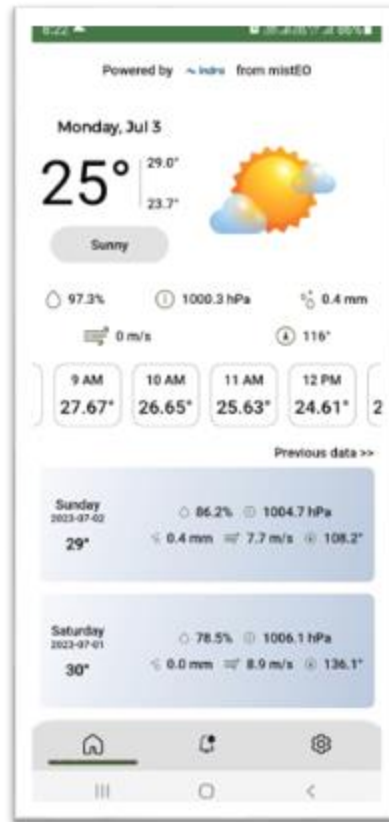
*Figure 1 : Before (Pest affected rice)*



*Figure 2 : After adopting our platform*

# Impact on Farmers (NABARD Pilot)

## 3. Highly efficient Hyperlocal Weather forecasts (~95%) for implementing land preparation and seeding activities in Rice fields, Mayyil Kannur.



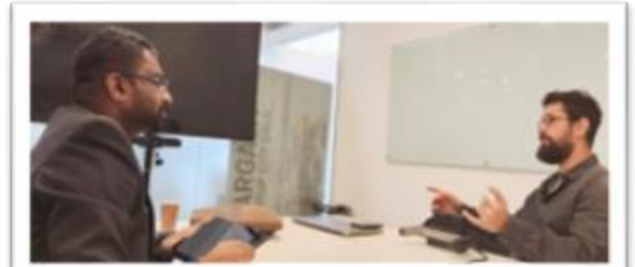
*"In June 2023, the rice farmers in Arayidam Paadashekharam (Mayyil, Kannur) utilized the Weather Forecasts (~95% accuracy) and Analysis data available for them on Farmer's Assist Mobile App through the hyperlocal Augmented Weather Station, to effectively plan and implement the land preparation and seeding operations on-ground, thus addressing the Weather Challenges with more preparation and in a data-driven manner."*

# Achievements

## Award for the successful implementation of Pilot Project - NABARD



## Agri-tech Immersion Programme at Israel (Kerala Startup Mission)



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# Achievements

## Best Performing Startup Award - Dept. of Industries, Govt. Of Kerala



## Govt. Of India Delegation - ASEAN India Summit at Indonesia



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# Achievements

## Winner of Agri Hack 2023- Dept. Of Agriculture Govt. of Kerala



## Semi-Finalist (Top 25) for Cisco Agri Challenge



## Winner of Agri India Hackathon – Govt. Of India



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# Thank you!



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