

Krushi-Karma Naturals (LLP)

(a social enterprise)

“Healthy Foods for Natural Life by Green Hands”

Opportunity:

- Inefficient supply of authentic, chemical free foods in metropolitan cities of India.
- Increasing choices of healthy foods among conscious customers.
- Understanding of the market supply – demand chains and realization of raw materials availability and potentials of natural resources of the region.
- North East of India, is known to many for its authenticity mainly in natural farming and its production system.

Solution:

- Our main objective is to grow healthy foods for healthy life and throughout the process it is to alleviate poverty (Rural tribal society)
- To produce exotic farm fresh, fruits, herbs and spices practice naturally on natural lands for natural taste.
- And we have exported more than 55MT, Queen Pineapple since the month of July 2018.
- We also dealt in marketing the local made turmeric & ginger powder and king chili flakes, within and without the state. (in partnership with Naga Spices & herbs)
- Our main target solution is to bridged the gap between the market demands from metropolitan cities and the farm produced of the Rural Farmers of North East India.

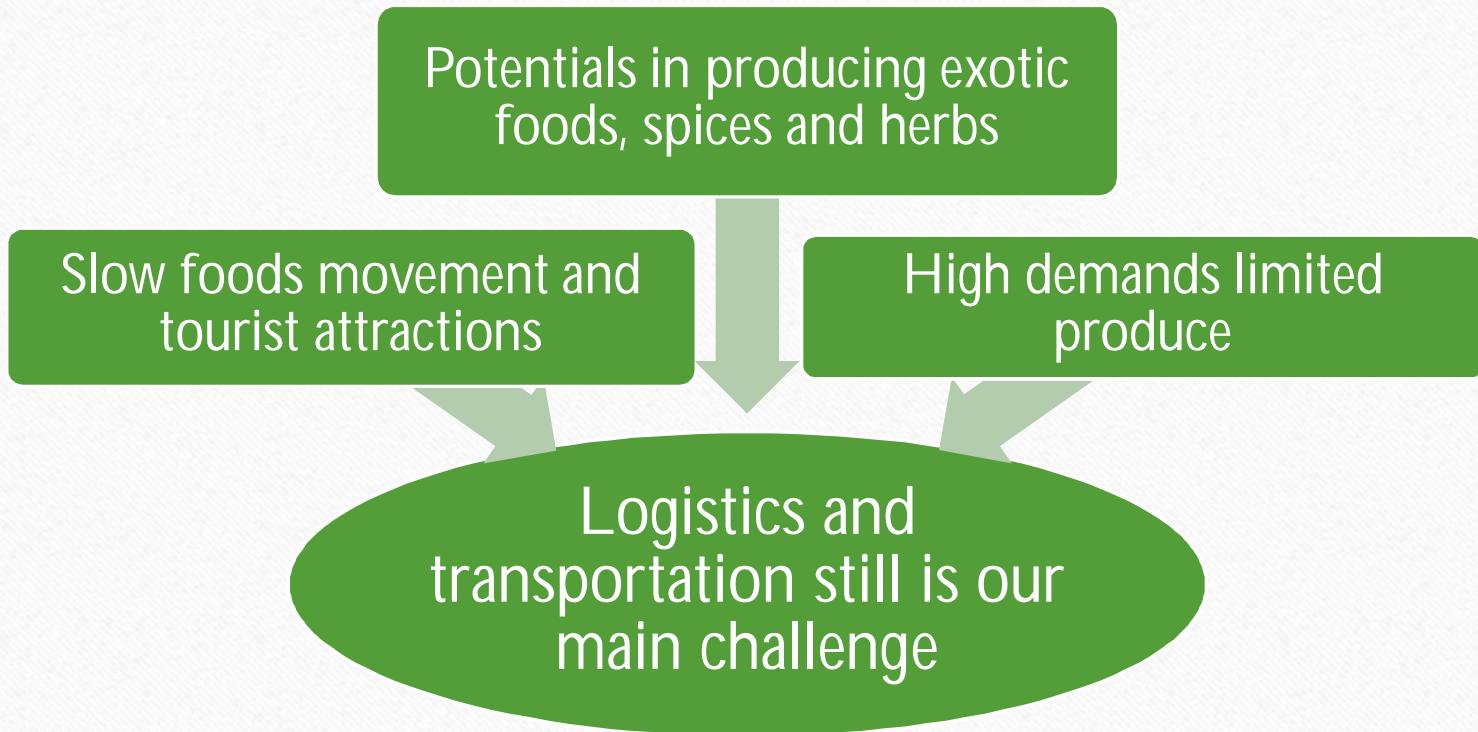
Market:

- Our main target market is Delhi NCR, for it has diverse potentials in terms of chemical free food consumptions and demands.
- The market size is so huge that the expansion of it still fits in various needs and requirements, especially farm fresh and fruits.
- Our company focus much more on fresh pineapple, processed spices and herbals productions and be established as one of the important importers of north east produce for the same.
- Also we look forward to reach out Mumbai, Chennai and Bengaluru markets in spices and herbal productions.
- For bulk supply too, we will consider exporting outside India if by chance we have the raw materials.

Our Customer:

- Our main target customers are middle rich and the elites, for they have high tendency to go for healthy foods and are willing to pay more.
- For instance, our chemical free pineapple price/rate are much higher than pineapples from Kerala or any other states, however the demand remains higher.
- Till date our main partner in marketing our chemical free pineapple in Delhi NCR, the North East Agro Pvt. Ltd. Based in Gurgaon.

Competition Analysis:



Advantages

Popular among potential consumers.
Unique appearance, tastes and flavors.

Healthy foods.
Natural seeds.
Practiced traditionally.

Exotic.
Chemical free.
Naturally grown

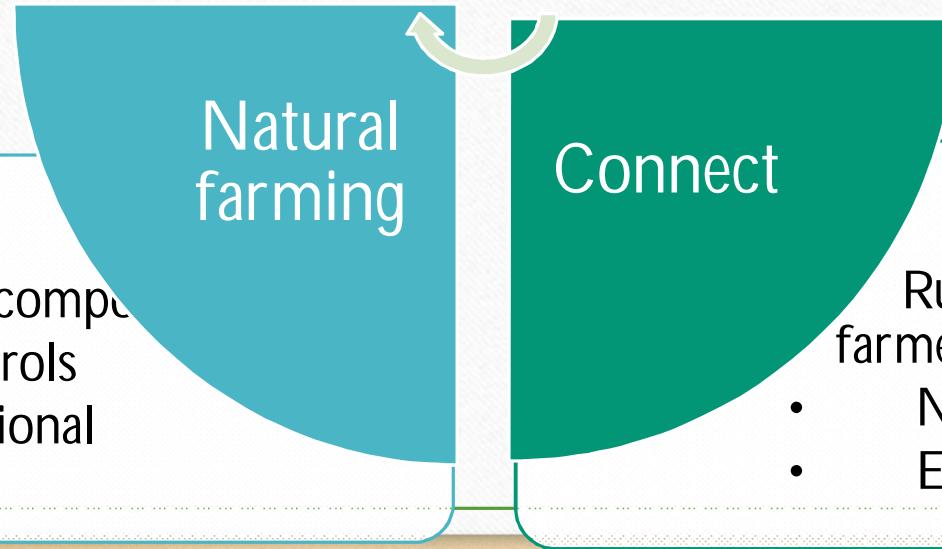
Eco-friendly.
Sustainable motive.
Promoting Tribal farmers.

B. Model/Core Operations

- Exotic farm fresh & fruits
- Exotic spices &
- Aromatic Herbs
- Natural Seeds



- Delhi NCR
- Metropolitan cities
- Thela/e-carts, cafes' & Hotels



- Bio-manures/composting
- Bio-pests controls
- Natural/traditional practices

- Rural tribal farmers
- North East India Environmentalist

Revenue Model:

- We aim to generate revenue from B2B & B2C.
- Also utilizing the market chains of supply-demands via street vendors and many other small share holders of the market.
- Throughout the process of bulk demands and bulk supply, we hope to generate onetime income generation.

Management Team:

- Aditya Nayak (co-founder)
- M/s Chinhoiting (advisor)
- Mr. Luntinsei kipgen (advisor)
- Mr. N. Dinesh singh (advisor)
- Mr. Khailum vaiphei (advisor)
- Mr. Robin Chiru (advisor)

Marketing Plan:

Thela and e-cart would serve as one important medium to reach out our products to our target customers.
(Margin share 15% - 20%)

For bulk demands
(margin share 20% - 30%)

Retail shops and outlets
(margin share 15% - 20%)

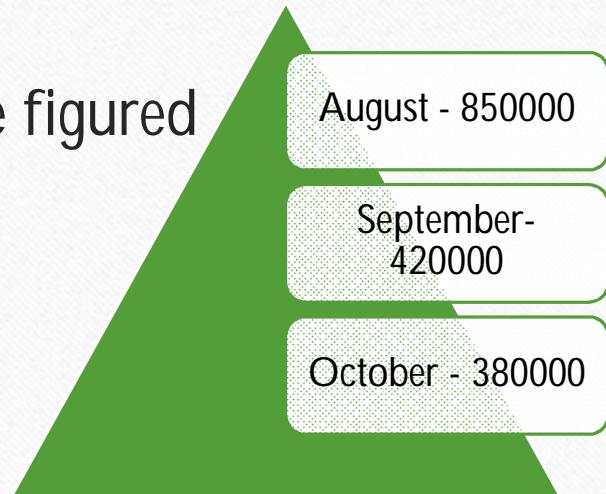
Cafes' & hotels
(margin share 10% - 20%)

Wholesalers and regular distributors
(margin share 15% - 25%)

Local vendors and other small share holders
(margin share 10% - 20%)

Financial Projections:

- From the month of june, Rs. 200000 was invested for exporting pineapple from Manipur, but we are in deficit of Rs. 45000.
- However from the month of july, we manage to repay our losses and started to make profits.
- From august we could manage to Generate the figured amount for the Following months.



Fund Requirements:

- Till date we have received Rs. 200000 investment which we have cleared in July.
- However for various basic necessities we require funds and financial supports for the following costs:

