

Agritek India

Live platform trusted by 50+ farmers and 10+ retailers

Bringing technology, transparency, and efficiency to every step of India's agricultural value chain—boosting farmer income and reducing market inefficiencies.



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Introduction

Agritek India is India's first AI + IoT-powered agri-tech platform designed to transform the agricultural value chain. By integrating **farmers, retailers, pilots, and transporters** on a single digital ecosystem, we deliver **real-time analytics, drone-powered field intelligence, and precision solutions** that optimize operations, reduce wastage, and increase profitability.

Our platform eliminates inefficiencies, ensures traceable produce for retailers, and creates measurable impact for farmers, making agriculture **smarter, faster, and more profitable at scale**.

- AI & IoT Crop Monitoring
- Same-Day Drone Field Diagnostics
- Real-Time Weather Intelligence
- Precision Crop Treatment Solutions
- Crop Insurance & Risk Mitigation
- Verified, Traceable Produce for Retailers
- Efficient Logistics & Transport Management
- Warehouse & Aggregation Services



Existing Problem

25-30% Losses

Farmers lose up to 30% of produce due to climate, storage, and lack of tech



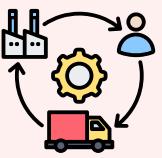
No Real-Time Monitoring
Weather, field insights, and crop intelligence missing.



Insurance & Scheme Gaps
Limited insurance, soil testing, government schemes, and financing

2-3x Income Gap

Excess intermediaries cause 2-3x lower earnings than fair market value



Unverified Quality & Supply
Retailers face inconsistent volume and quality traceability.



Offline Rural Agriculture
Panchayat-level agriculture lacks integrated digital tools

70%+ Farmers Offline

Most farmers lack real-time market insights and verified pricing



Disconnected Logistics
Transport and drone services operate in isolation, underutilized.

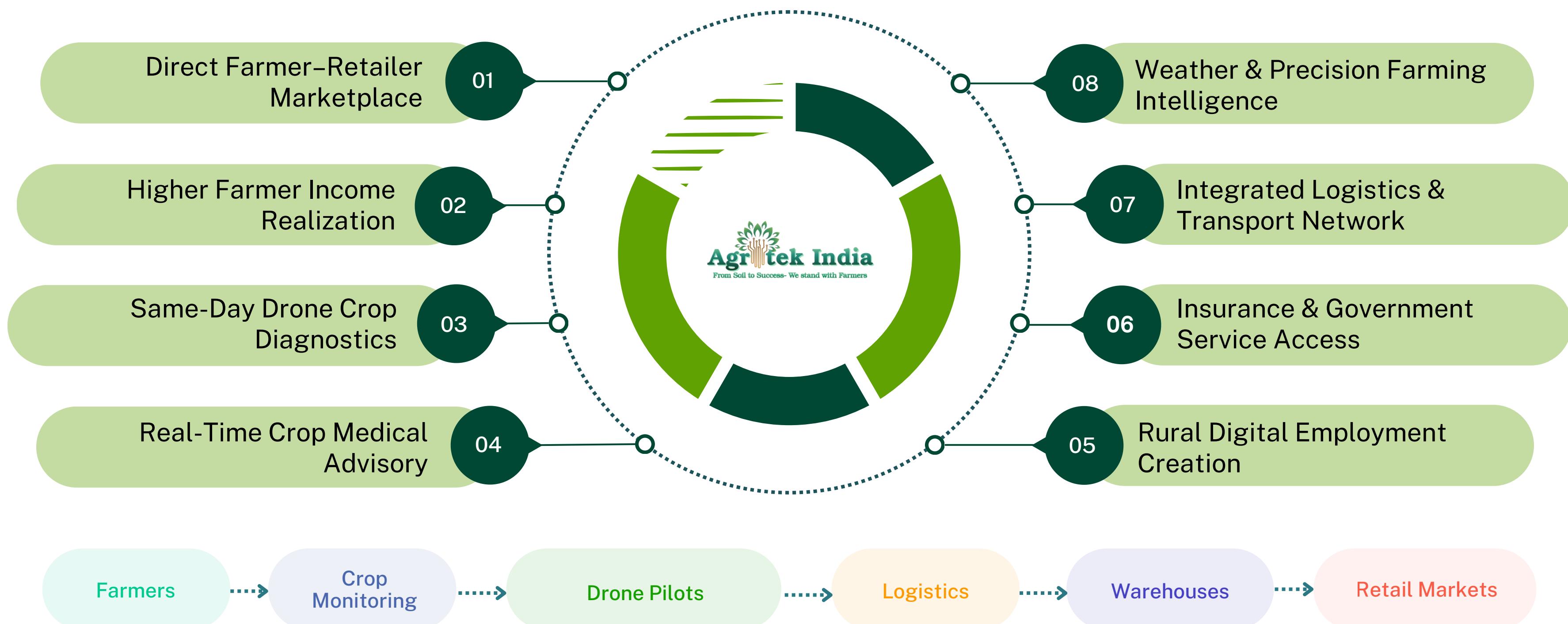


Youth & Women Exclusion
Limited technology-driven employment opportunities



Our Integrated Solutions

A unified, AI-driven, drone-enabled agricultural ecosystem combining real-time intelligence, market access, logistics, and advisory services to deliver fair pricing, higher productivity, and sustainable farmer income.



Business Model

B2B Agri Supply Chain Commission

- Digital farmer → retailer procurement
- Fruits, vegetables, grains, flowers & agri produce
- Commission: 15–17% per transaction
- Retailers include hotels, mandis, institutions & distributors

Agritek Input Marketplace

- Seeds, fertilizers, bio-products & organic solutions
- Tools, machinery & biodegradable mulching sheets
- Input margin: 10–20%

Agritek Franchise Model

- Local franchise partners for district/cluster operations
- Franchise fee: ₹50,000 – ₹100,000
- Sell Agritek Consumer Products through retail shop

Operations & Delivery

AI + IoT Platform: Centralized digital ecosystem connecting farmer → drone → AI → retailer → logistics → insights.

Hybrid Model: Combines digital intelligence (AI, IoT, analytics) with on-ground execution (drones, warehouses, transport).

Partner Network: Farmers, drone pilots, transporters, retailers, labs, insurers & agri institutions.

Tech Backbone: Cloud analytics, real-time dashboards, AI prediction models, traceability & pricing intelligence.

Drone Services & Precision Farming

- On-demand drone spraying, scanning & diagnostics
- Disease, pest & yield prediction
- ₹299–₹599 per acre
- Bookings via Agritek mobile app

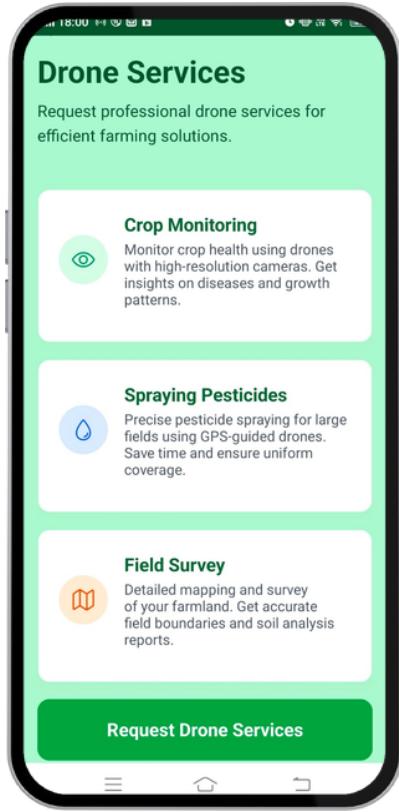
Government, Insurance & Institutional Partnerships

- Crop insurance (Subscription (₹999 - ₹3999/season))
- Government scheme onboarding
- loan facilitation

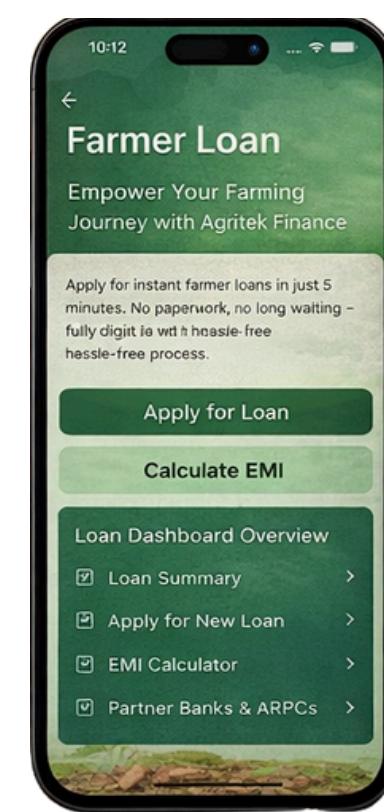
B2C Services

- E-commerce Platform - Rice, Daal, Atta, Dry Foods etc
- Premium subscriptions for progressive farmers
- Revenue: Per-service fees + annual subscriptions

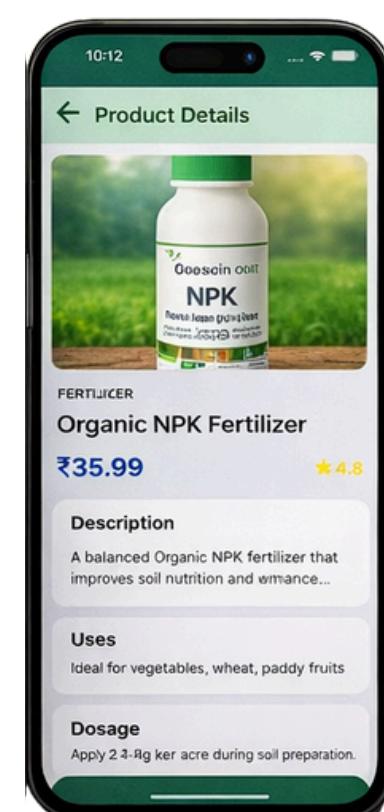
Application Key Features



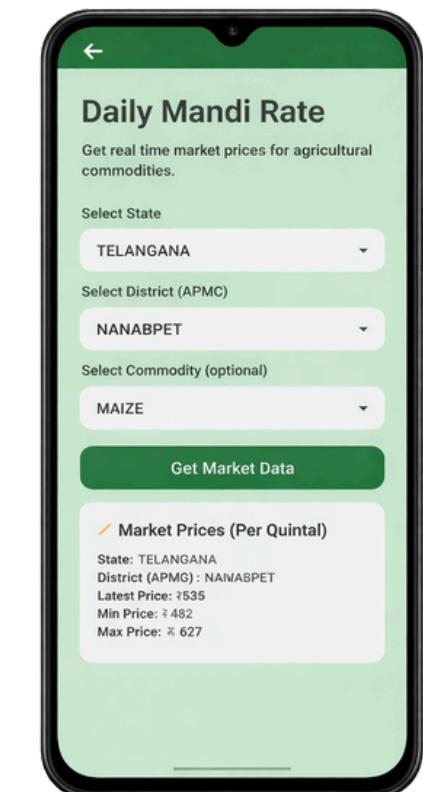
Quick Drone Service



Insurance & loan



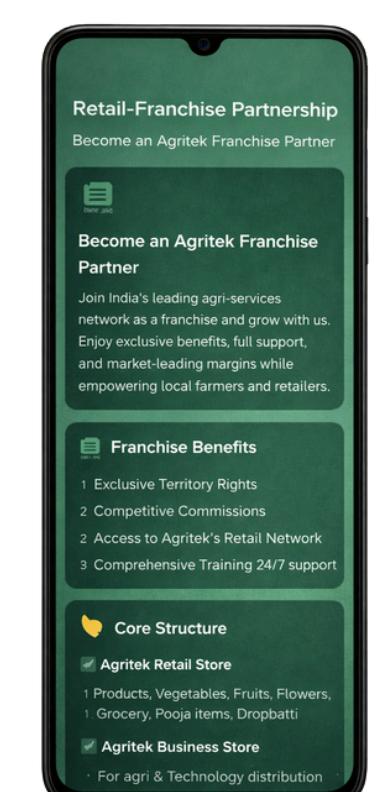
Product Info



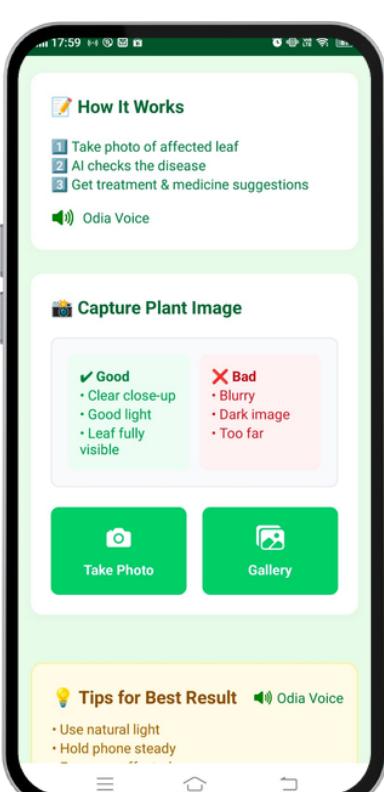
Market Rate



Weather Condition



Retail Partnership



Fasal Doctor

By unifying intelligence, execution, and logistics, Agritek delivers measurable productivity gains, reduces crop and supply losses, and builds a trusted, data-driven agricultural ecosystem.

Our Product & Service Ecosystem



Drone & Robotics Technology

- Real-time crop monitoring & diagnostics
- Automated field operations for efficiency



Agri Store

- One-stop platform for seeds, fertilizers, and farm inputs
- Ensures quality products at fair prices



Agritek Business App

- Digital platform connecting farmers, retailers & transporters
- Data-driven insights for better decisions



Cold Storage

- Preserves produce, reduces post-harvest losses
- Supports seamless supply chain & market readiness



E-Store

- Customer can direct order Rice, Daal, Atta from our E-Commerce Side
- Doorstep delivery directly to the farm
- Transparent pricing & trusted quality products



Insurance & Loan Services

- Crop insurance for weather, pest & yield risks
- Loan facilitation for seeds, inputs & farm operations

Competitive Landscape & Our Differentiation

THEIR APPROACH

Competitors
Dehaat | Ninjacart | Agrostar

Pure Digital / App-Only Model

- Advice via apps or call centers
- Low on-ground trust

Slow Supply Chain

- T+1 / T+2 delivery timelines
- No control on perishables

Input Sellers or Data Providers

- Sell seeds or satellite data
- No on-field execution

Centralized Warehousing

- Far from villages
- High farmer transport cost

Third-Party Payments

- 24-48 hour payment delays



OUR APPROACH

01. The “Phygital” Network

- ✓ Agritek Pilots present in every 3-4 Panchayats

- ✓ Physical trust + digital intelligence

02. Night-to-Morning Supply Chain

- ✓ Evening order → Morning delivery
- ✓ Fresh stock at retailer doorstep by 9-6 AM

03. Integrated Drone-as-a-Service (DaaS)

- ✓ We spray crops using our own drones
- ✓ Solves labour & execution gap

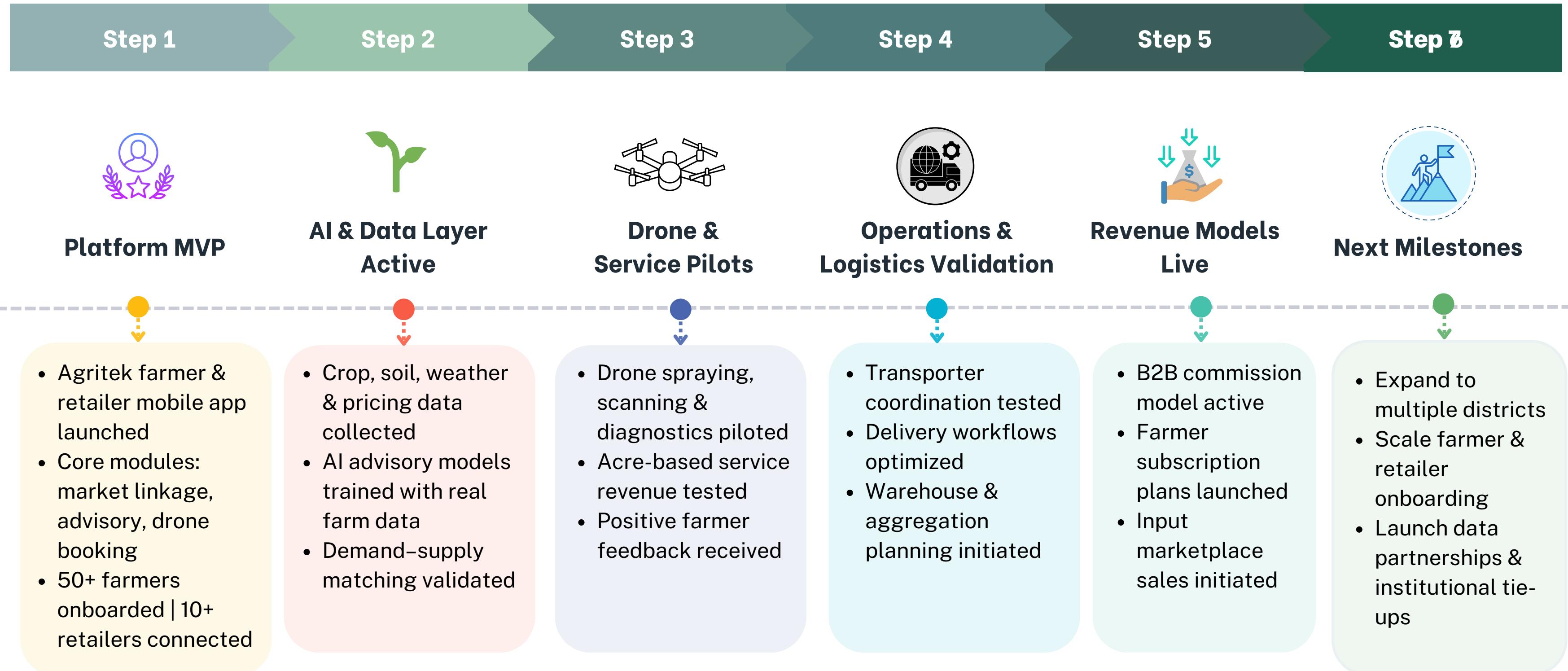
04. Hyper-Local Micro-Warehousing

- ✓ Block level procurement centers
- ✓ Zero transport cost for farmers

05. Full-Stack Financial Loop

- ✓ Instant payment to farmers
- ✓ Credit line to retailers

Traction



Usp's

Unified Agri Super-Platform (End-to-End Execution): A single, integrated platform combining AI crop intelligence, drone surveillance, soil diagnostics, input & output marketplaces, micro-warehousing, logistics, and crop insurance—eliminating fragmentation and enabling seamless farm-to-market execution.

Panchayat-Level Rural Penetration (Last-Mile Dominance): Deep physical presence at the Panchayat level ensures inclusion of small and marginal farmers, delivering technology, market access, and services directly on the ground—creating a scalable, trust-driven rural ecosystem.

Farmer-First, Ultra-Simple Experience: Designed specifically for farmers, with a low-learning, vernacular-friendly interface that enables effortless access to crop advisory, price discovery, services, and transactions—driving rapid adoption and daily usage.

Inclusive Growth Through Women & Rural Youth Empowerment: Creates sustainable rural employment by enabling women and youth to operate drones, manage logistics, and serve as field advisors—transforming them into local agri-entrepreneurs while strengthening on-ground execution.

Fair, Transparent & Risk-Protected Farming: Direct farmer-to-market connectivity ensures better price realization, while AI-driven crop intelligence, real-time alerts, and integrated crop insurance reduce production risks and income uncertainty.

Go-to-Market Strategy

| Stage | Target Segment | Acquisition Channel | Value Proposition | Revenue Trigger |
|---------|----------------------------|---|--|-------------------------------|
| Phase 1 | Farmers (Small & Mid-size) | Field demos, village onboarding, FPOs, referrals | AI crop advisory, drone services, fair pricing | Subscriptions, drone services |
| Phase 2 | Retailers & Buyers | Direct sales, local outreach, institutional tie-ups | Verified produce, traceability, stable supply | B2B commission |
| Phase 3 | Service Adoption | App-based booking, promotions | Low-cost drone spraying & diagnostics | Per-acre service fees |
| Phase 4 | Marketplace Growth | Agritek App, repeat orders | Seeds, fertilizers, bio-products | Input margins |
| Phase 5 | Logistics & Warehousing | Partner onboarding, district hubs | Faster delivery, reduced wastage | Handling & transport fees |
| Phase 6 | Partnerships | Government, insurers, agri brands | Scheme access, risk mitigation, data insights | Commissions |
| Phase 7 | Scale Expansion | Multi-district rollout | End-to-end agri ecosystem | Recurring revenue |

Market Opportunity

AI + IoT + Drones + Digital Supply Chain = End-to-End Precision Agriculture Platform

Total Addressable Market (TAM)

India's agriculture ecosystem spans 145+ million hectares, 120M+ farmers, and a rapidly digitizing value chain.

TAM = ₹1,20,000 crore

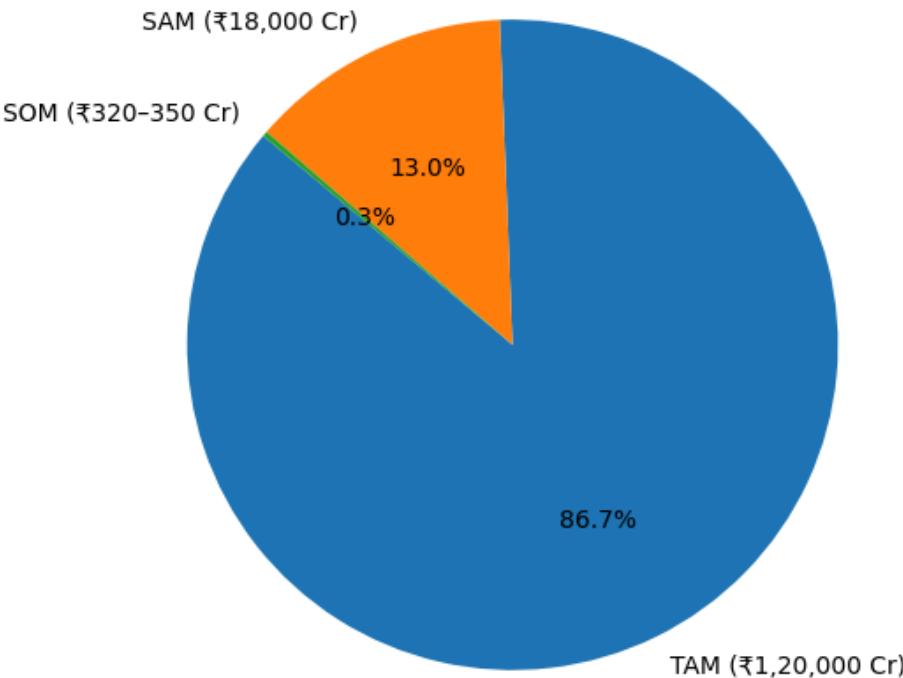
Serviceable Available Market (SAM)

Targeting irrigated, high-value crop regions, FPO-linked farmers, organized retailers, agri-enterprises, and institutional buyers across priority states.

SAM = ₹18,000 crore

Serviceable Obtainable Market (SOM)

- Initial SOM capture: ₹150–160 Cr (FY 2028–29)
- SOM expansion: ₹210–220 Cr (FY 2029–30)
- SOM leadership: ₹320–350 Cr by FY 2030–31



| Market Level | Opportunity |
|-------------------------|-----------------|
| TAM | ₹1,20,000 crore |
| SAM | ₹18,000 crore |
| SOM (FY 2030–31) | ₹320–350 Crore |

5-Year Growth & Revenue Projection

| Financial Year | Revenue Target (₹ Cr) | Primary Growth Levers | Key Focus Areas | Milestones / Progress |
|----------------|-----------------------|--|--|---|
| FY 2026–27 | 40–50 Cr | B2B procurement commissions, B2C, FMCG sales, and drone services scale Input marketplace | Pilot deployments, Market validation, FPO demos, and Early retailer onboarding | 1K+ farmers & 200+ retailers onboarded, 2 warehouses live, 5 Agritek stores, 10 pilot deployments |
| FY 2027–28 | 70–80 Cr | Agritek franchise model Farmer subscriptions Insurance integration | Expansion to 2–3 states, warehouse pilots, and Logistics integration | 3K+ farmers, 250+ retailers, 50+ hotels, 7 Agritek stores, 1 organic store (NCR), 30+ pilots |
| FY 2028–29 | 150–160 Cr | Platform fees, Multi-state transactions, and FMCG coverage across Delhi NCR, Hyderabad & Bangalore | SOM penetration, Government partnerships, Institutional buyers and Organic & cold storage | 5K+ farmers, 400+ retailers, 80+ hotels, 10 Agritek stores, cold & organic stores live 50+ pilots |
| FY 2029–30 | 210–220 Cr | High transaction volumes, Recurring subscriptions, AMC-like services | Full rural e-commerce rollout, National expansion, Dealer & FPO cluster growth, R&D expansion in agriculture | 6K+ farmers, 500+ retailers, 200+ hotels, 20 Agritek stores, cold storage scale 70+ pilots |
| FY 2030–31 | 320–350 Cr | Platform dominance, Data monetization, Enterprise & export partnerships | Coverage across 5 states Advanced AI & drone features Nationwide scale AI products & analytics revenue FMCG vertical separated | 10K+ farmers, 600+ retailers, 500+ hotels, 60 Agritek stores, 2+ Warehouse Operational 100+ pilots, 1 Cold Store Open |

Meet Our Team



Tusharkant Rout

Founder & CEO

10+ Years of Experience

Data, Finance, Marketing,
Sales, AI & Technology



Durga Charan Jena

Founder & COO

5+ Years of Experience

Women Empowerment,
Government Project, Data

Our Mission

A future where every farmer thrives
through smart, sustainable, and profitable
agriculture.

Our Vision

To empower farmers with technology,
transparent markets, and actionable
insights.



Akarsh Gupta

Chief Technical Officer

7+ Years Of Experience

Technology, Website Development

Fund Disbursement Plan

| Category | Budget (₹) | Purpose / Key Activities |
|--|------------|---|
| Marketing | 1,000,000 | Farmer onboarding programs, field demos, digital marketing, FPO outreach, retailer acquisition, promotional campaigns |
| Manpower | 1,200,000 | Field executives, operations team, technical support staff, onboarding & training costs |
| Testing & Manufacturing | 1,000,000 | Product testing, pilot deployments, hardware refinement, quality checks, small-scale manufacturing support |
| Outsourced Services | 800,000 | Drone pilots, logistics partners, lab testing services, third-party technology & consulting |
| Others (Infrastructure, Warehouse & Procurement) | 1,000,000 | Warehouse setup, storage infrastructure, procurement systems, office setup & utilities |

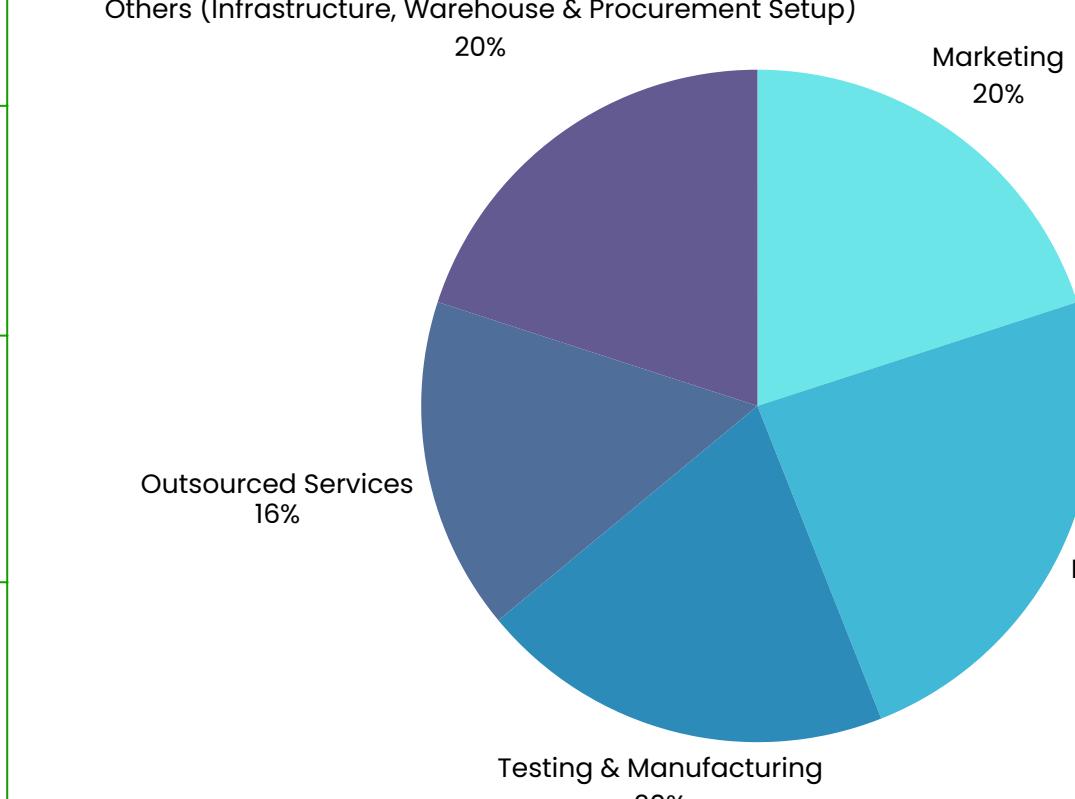
Others (Infrastructure, Warehouse & Procurement Setup) 20%

Outsourced Services 16%

Marketing
20%

Manpower
24%

Testing & Manufacturing
20%



Thank You



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