

# 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



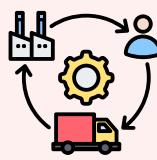
**No Real-Time Monitoring**  
Weather, field insights, and crop intelligence missing.



**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.

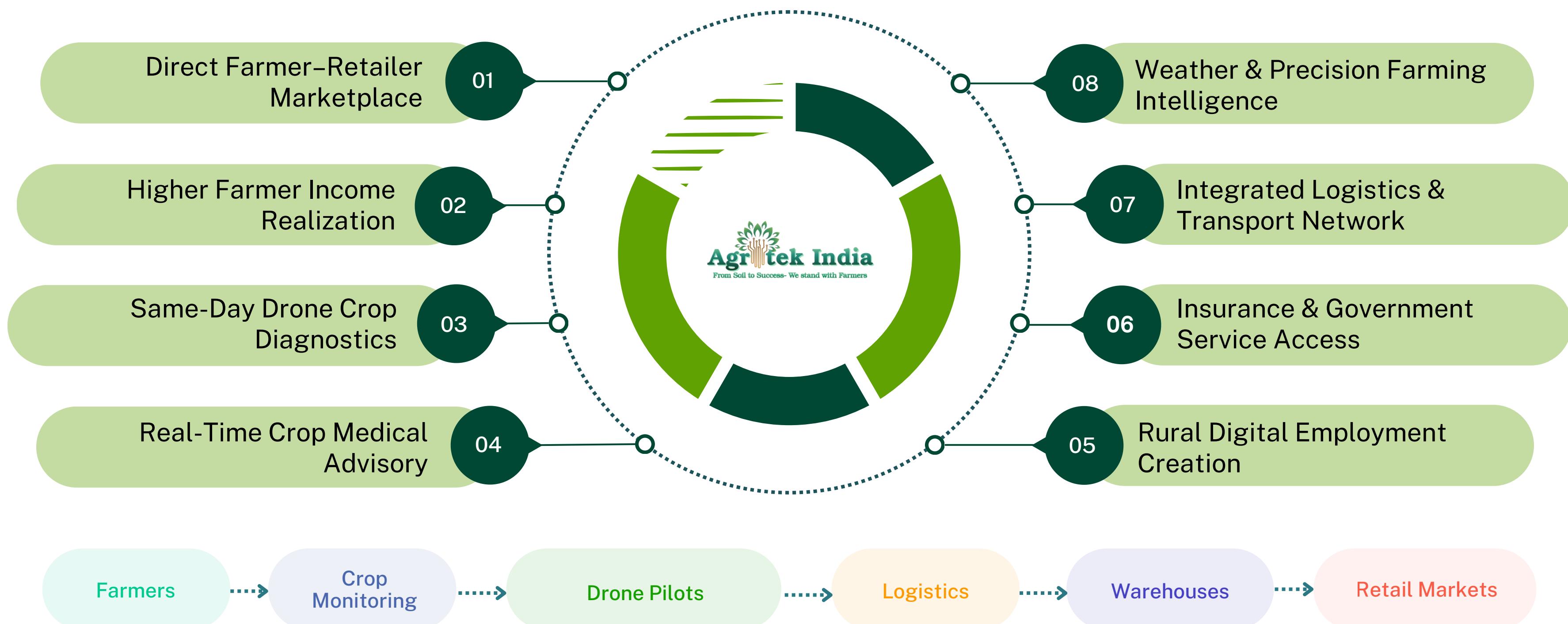


**Youth & Women Exclusion**  
Limited technology-driven employment opportunities



# 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

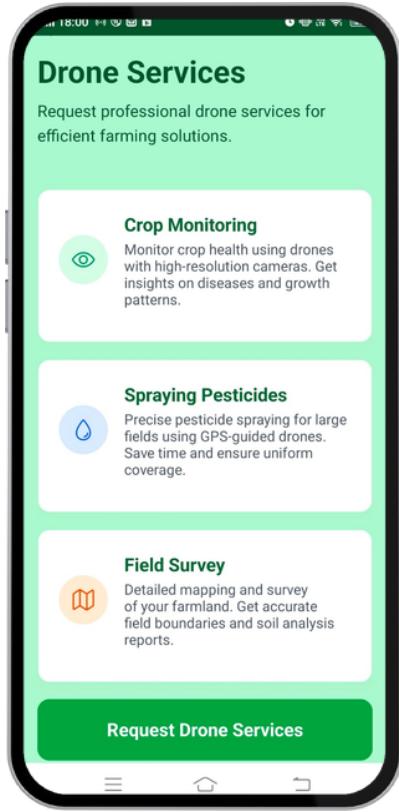
## Government, Insurance & Institutional Partnerships

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

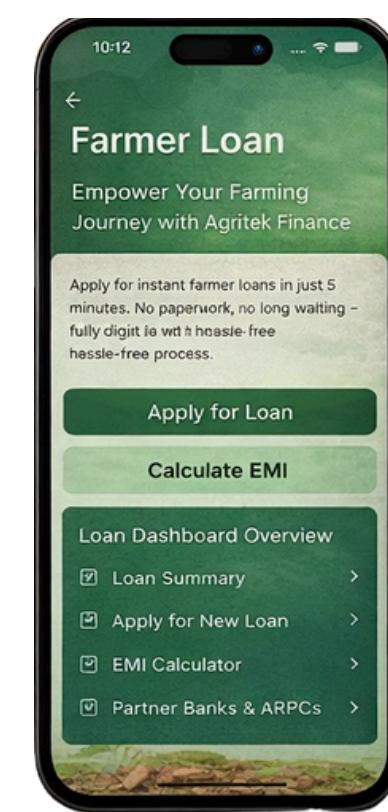
## B2C Services

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

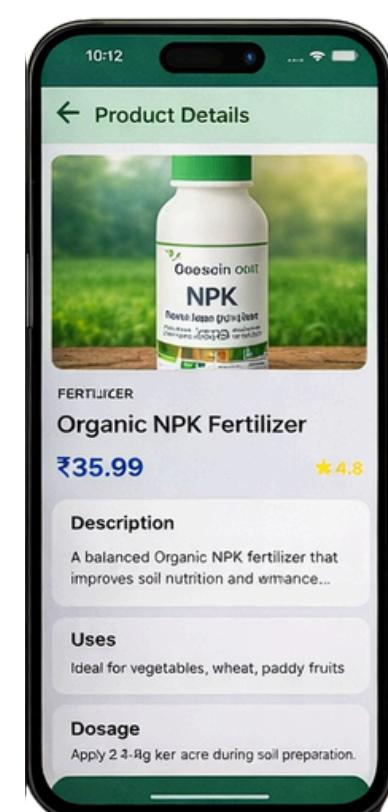
# Application Key Features



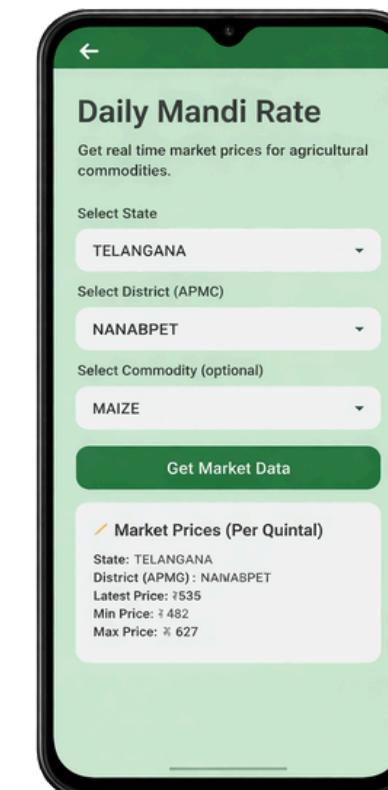
**Quick Drone Service**



**Insurance & loan**



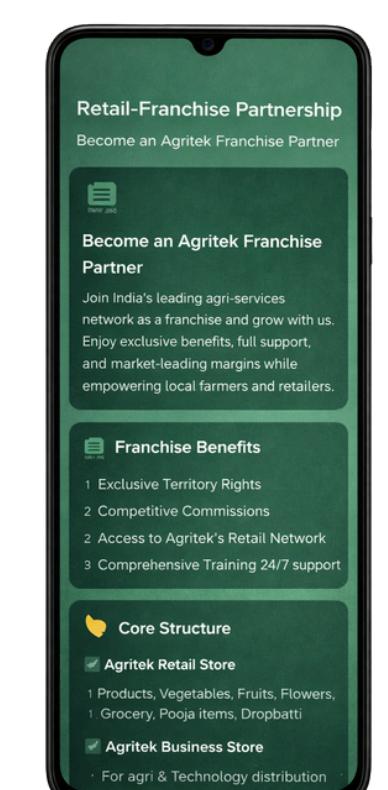
**Product Info**



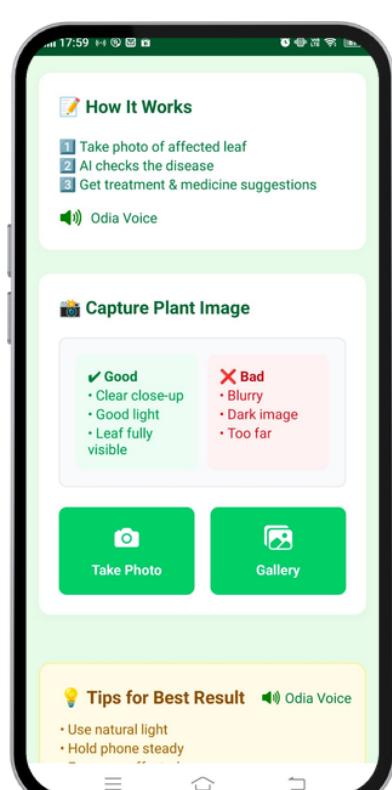
**Market Rate**



**Weather Condition**



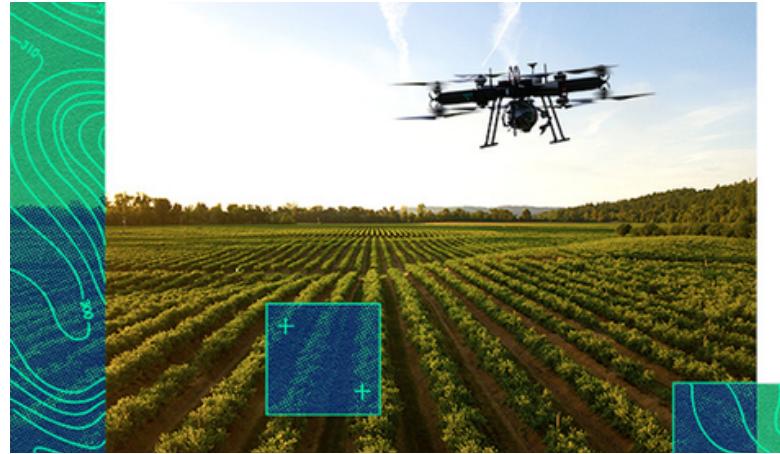
**Retail Partnership**



**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

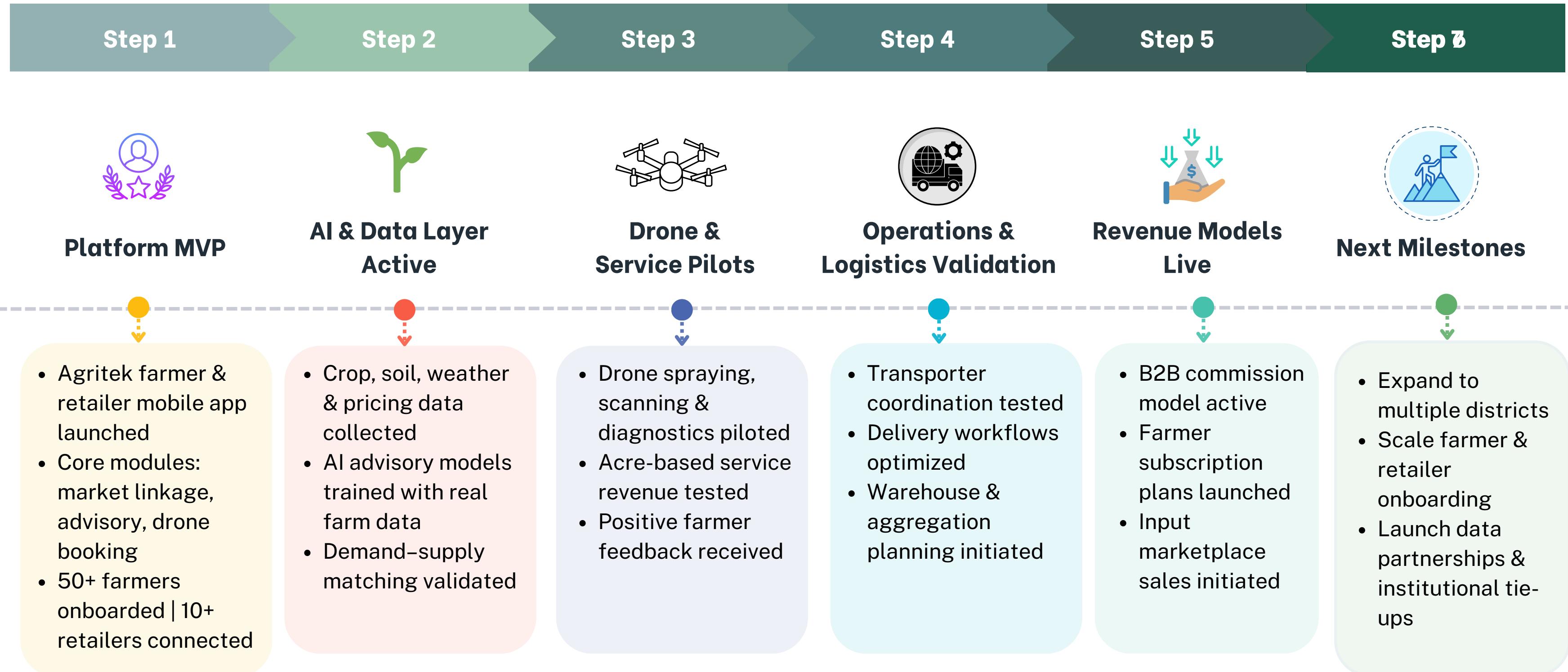
### 04. Hyper-Local Micro-Warehousing

- ✓ 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

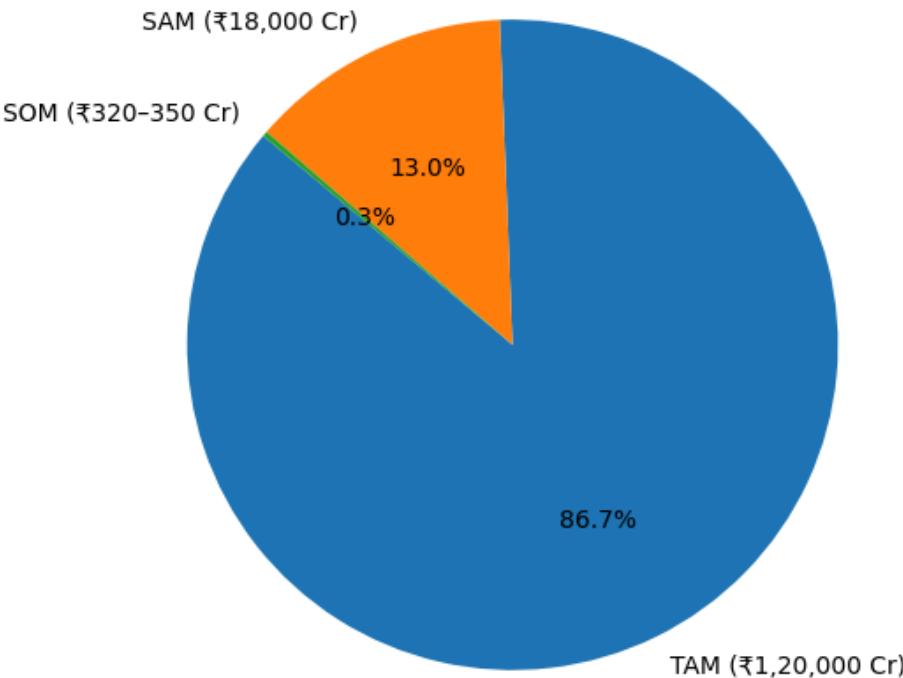
## Serviceable Available Market (SAM)

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
<b>SOM (FY 2030–31)</b>	₹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 &amp; Procurement Setup)

20%

 Marketing  
20%

 Outsourced Services  
16%

 Manpower  
24%

 Testing & Manufacturing  
20%

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## Thank You

