



Brand Reimagination - Adani Wilmar

Fully Ideated and Designed by
Team BlitzKrieg

PRESENTED BY:

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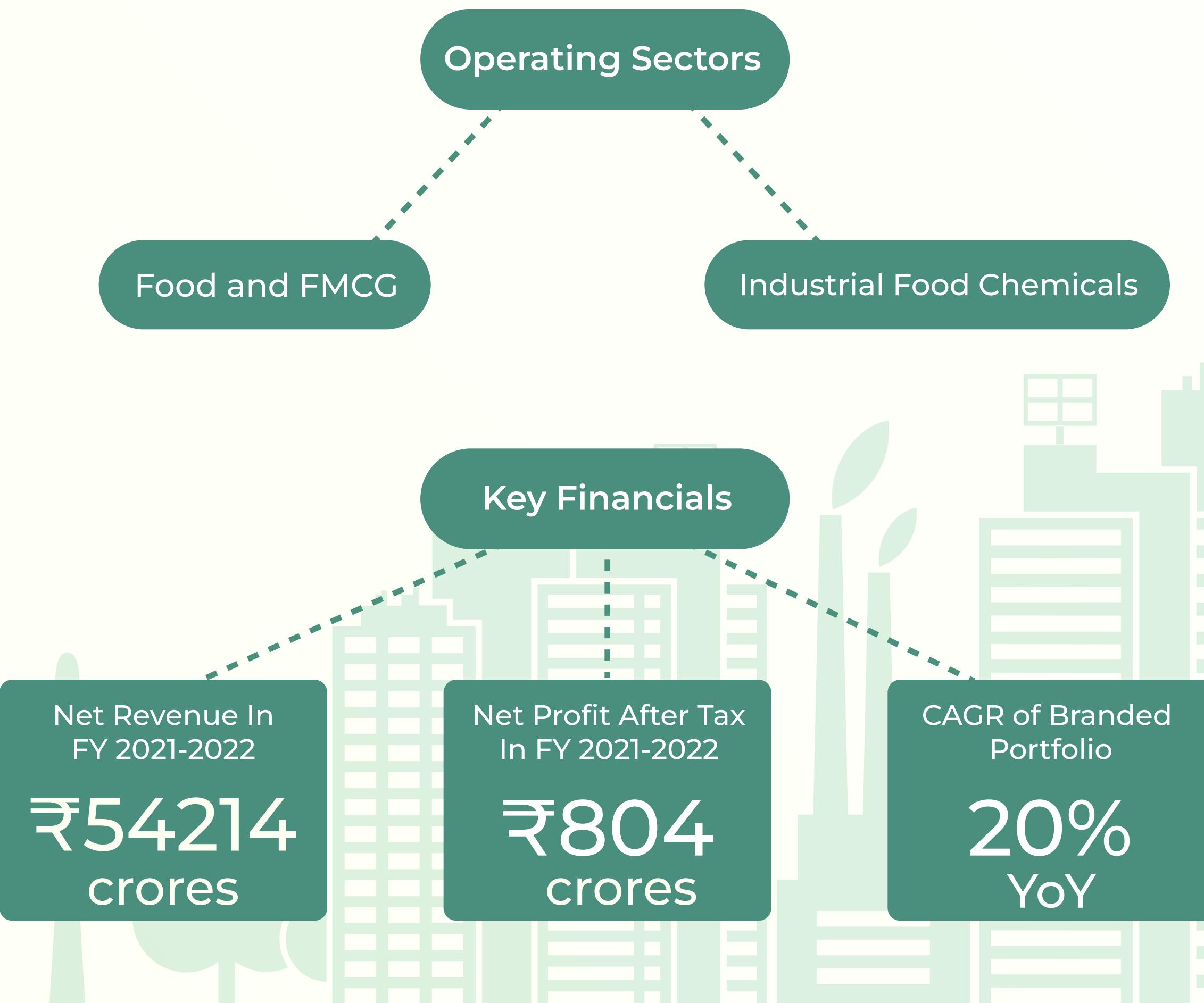
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CURRENT SCENARIO

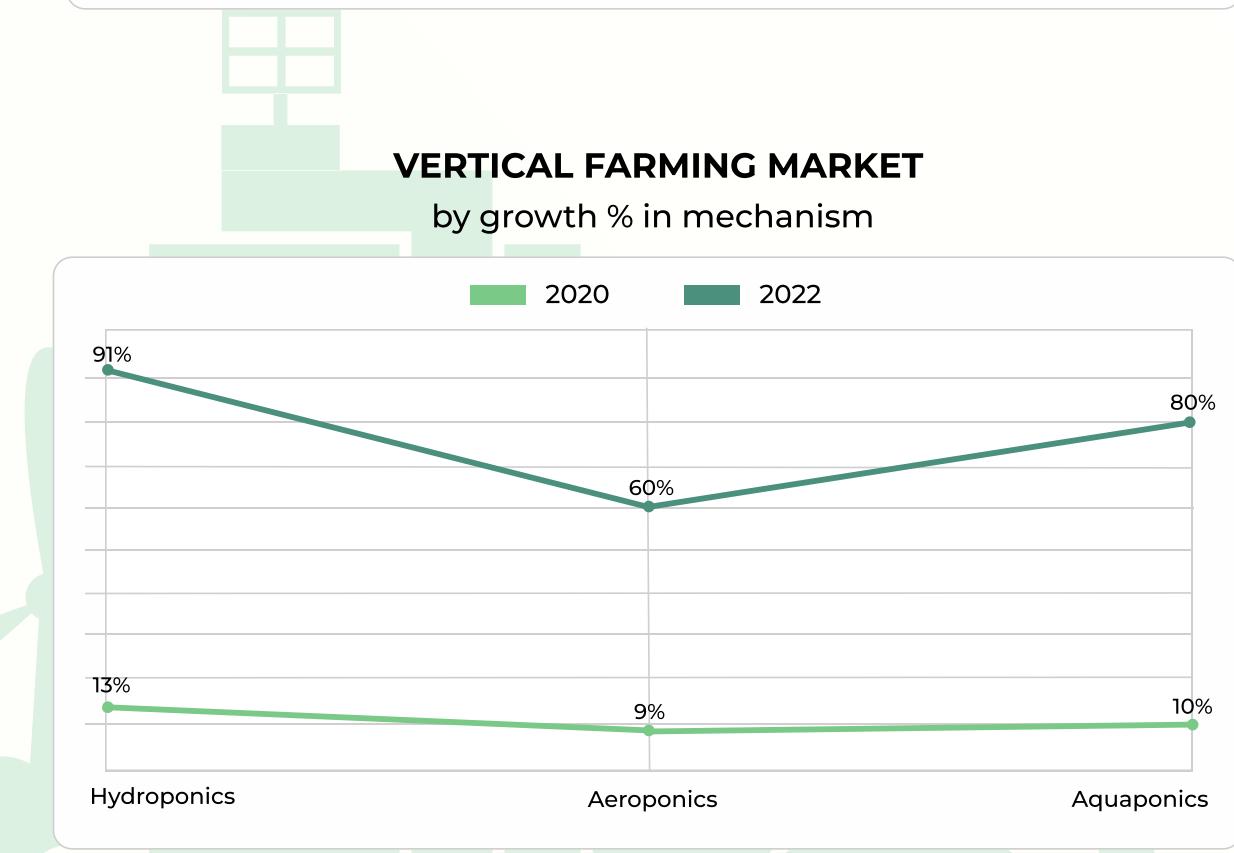
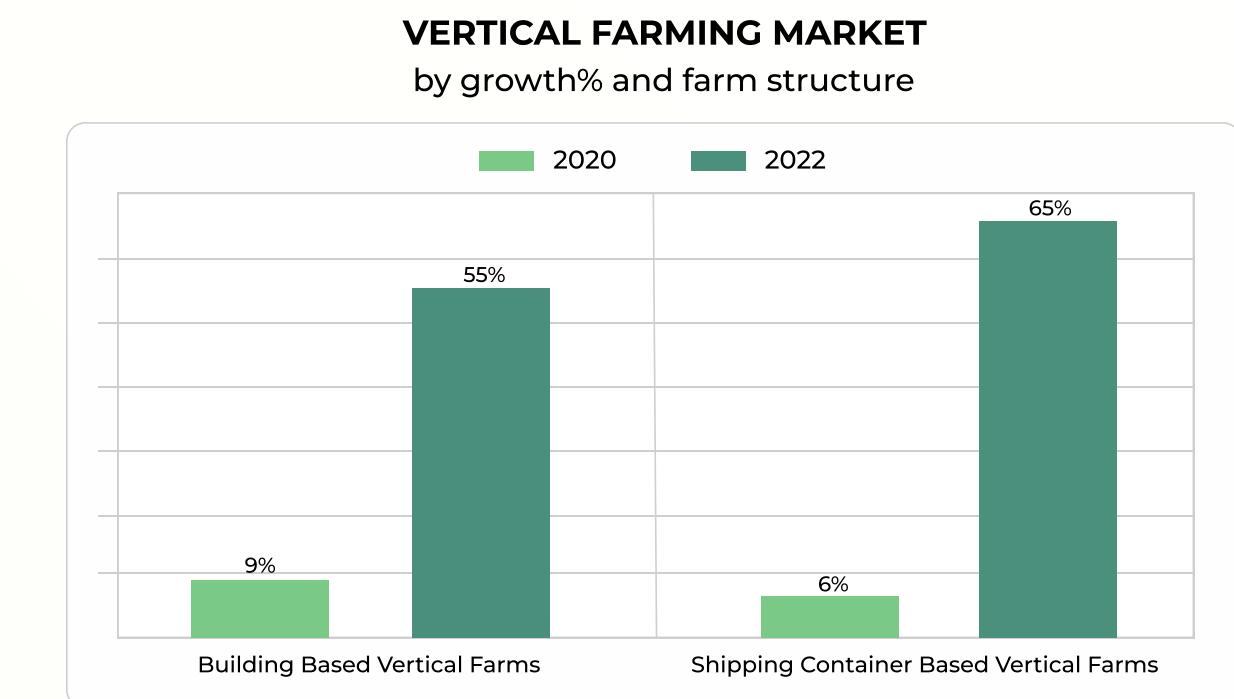
The brand that we chose is **Adani Wilmar**.

Company Outlook



Industry Outlook

Our chosen industry is **Vertical Farming**



EXECUTIVE SUMMARY



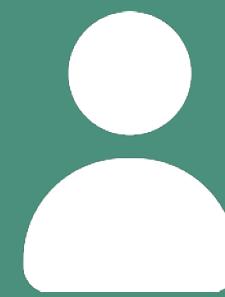
VFGREENS

Company Vision

VFGreens is a new subsidiary of AdaniWilmar, the food FMCG and edible oils company.

VFGreens aims to be a global power in the revolutionary industry of **vertical farming**. Our pilot project is based in **Saudi Arabia**.

Key Clients



D2C



D2B



D2G

Key Features of Business Model:



Saves 90% more water than conventional farms



We create a part of our energy needs



Our tech-aided process ensure healthy veggies



Year round offerings due to our farm setup

Products and Offerings:

Exotic Veggies

Exotic Fruits

Tilapia Fish Fillets

Key Financials:

3 yrs

Time taken to break even

27M\$

Total Investment required

18%

ROI given to investor

25%

Adani Wilmar Food offerings by brand %

PROBLEM STATEMENT

1



Rapid Urban Population Growth

2



Growing Scarcity of Water

3



Need for Supporting Geo-Turbulent Regions

4



Need for Supplementary Agriculture

USER PERSONA



NAME PLACEHOLDER

Age : 26
Work : Business Consultant
Family : Unmarried
Location : Saudi Arabia

PREFERRED CHANNELS :

Social Media



E-Commerce



Real Life



I'm looking for organic veggies at an affordable price, preferably at the same price of non-organic veggies

GOALS :

- To eat healthier and improve quality of sources of food
- To Include more greens in food composition

FRUSTRATIONS :

- Unavailability of organic sources of food at affordable rates
- Unhealthy eating habits has led to lack of energy throughout the day

MOTIVATIONS :

Low Prices



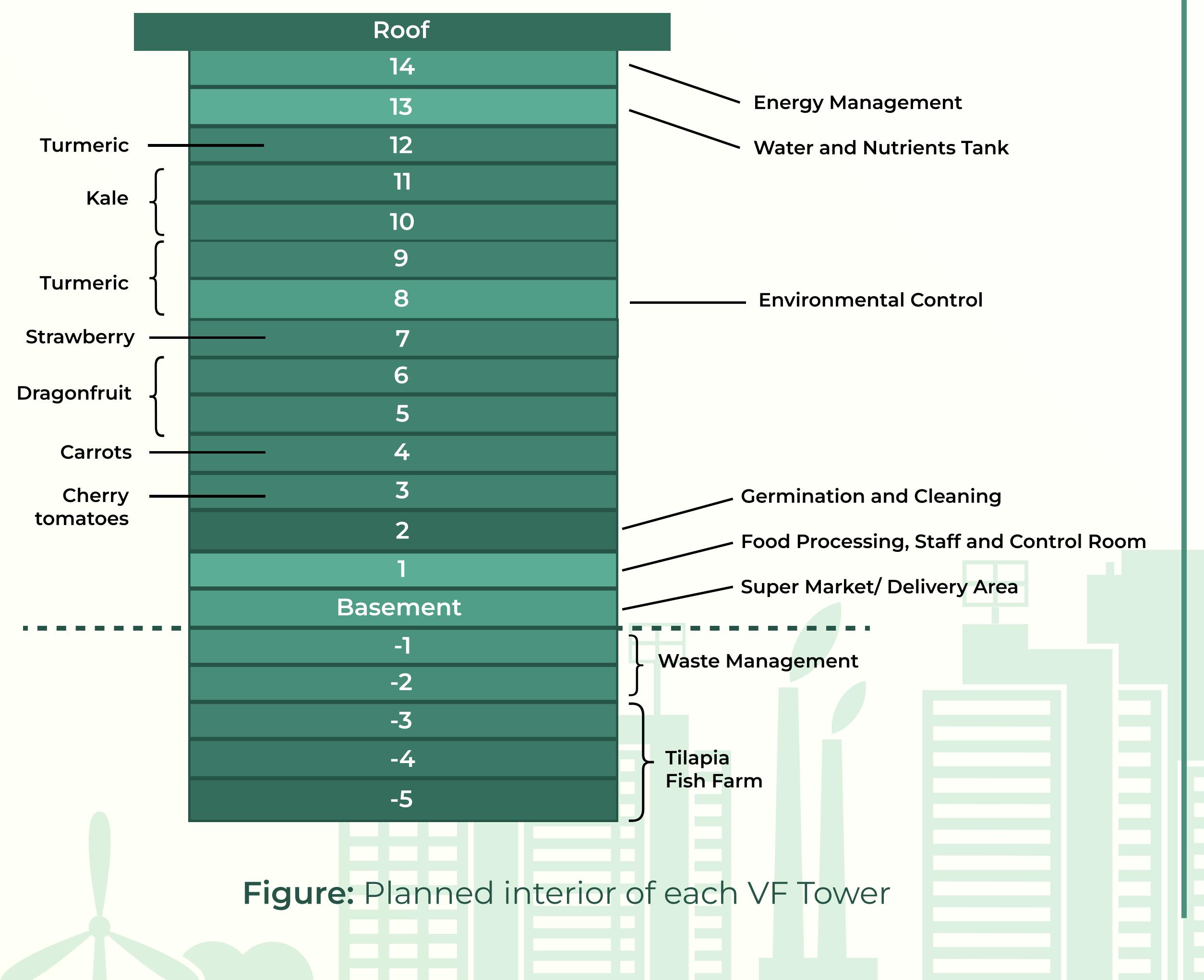
Eco - Friendly



Social



TECHNOLOGICAL INNOVATION



KEY POINTS

Interior Facility

Exterior Visualization

Tech Integrated Design

Energy Neutral

Vertical Farming Tech-Now Vs. Planned

- ◆ Electricity → Solar and Wind Power
- ◆ Conventional → Tech Integrated Farming
- ◆ Basic LED lighting → AI Developed LED lighting
- ◆ No tech sensors → Plant Health sensors

Key Partners Required:

1. Adani Green Energy
2. Bitmantis (TheGreenSAGE)
3. Agritecture



MARKET ANALYSIS

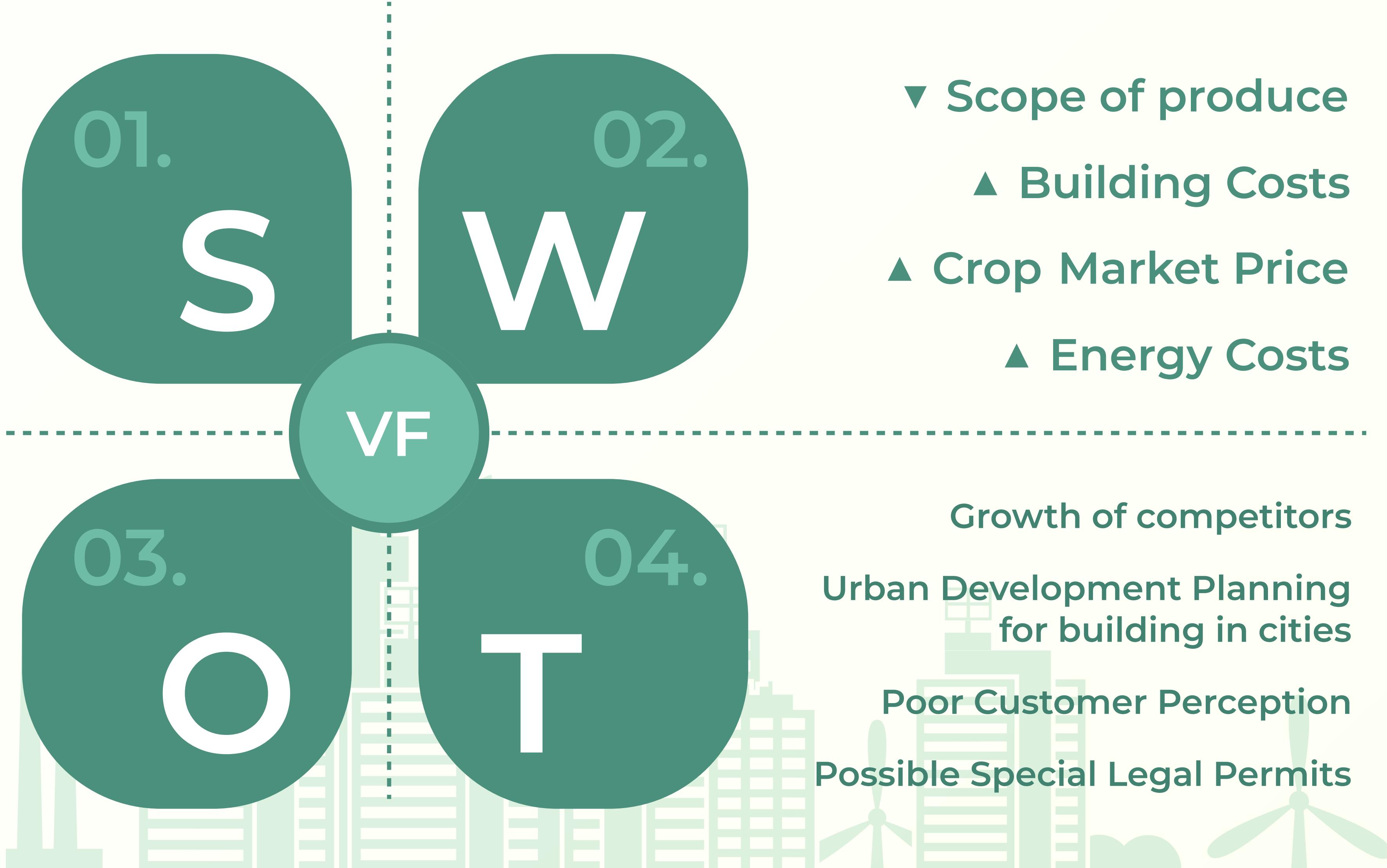
- ▼ Water Usage
- ▼ Lost Yield
- ▼ Growing Time
- ▲ Total Efficiency

Saudi Arabia's green Vision 2030

Tech-Fuelled Cost Economics

AI powered lighting solutions

Legal pressure for sustainable farms



- ▼ Scope of produce
- ▲ Building Costs
- ▲ Crop Market Price
- ▲ Energy Costs

Growth of competitors

Urban Development Planning
for building in cities

Poor Customer Perception

Possible Special Legal Permits

**KEY
POINTS**

Increased Efficiency

Still a costly method

Favourable Environment

Legal limitations

MARKETING PLAN- FOR SAUDI ARABIA



Exclusive Offers,
Subscription



Local language
based translation



Celebrity
Endorsements



Value Based
Pricing Strategy



Trusted Local
Partners



Collaboration
with KSA:
Vision 2030

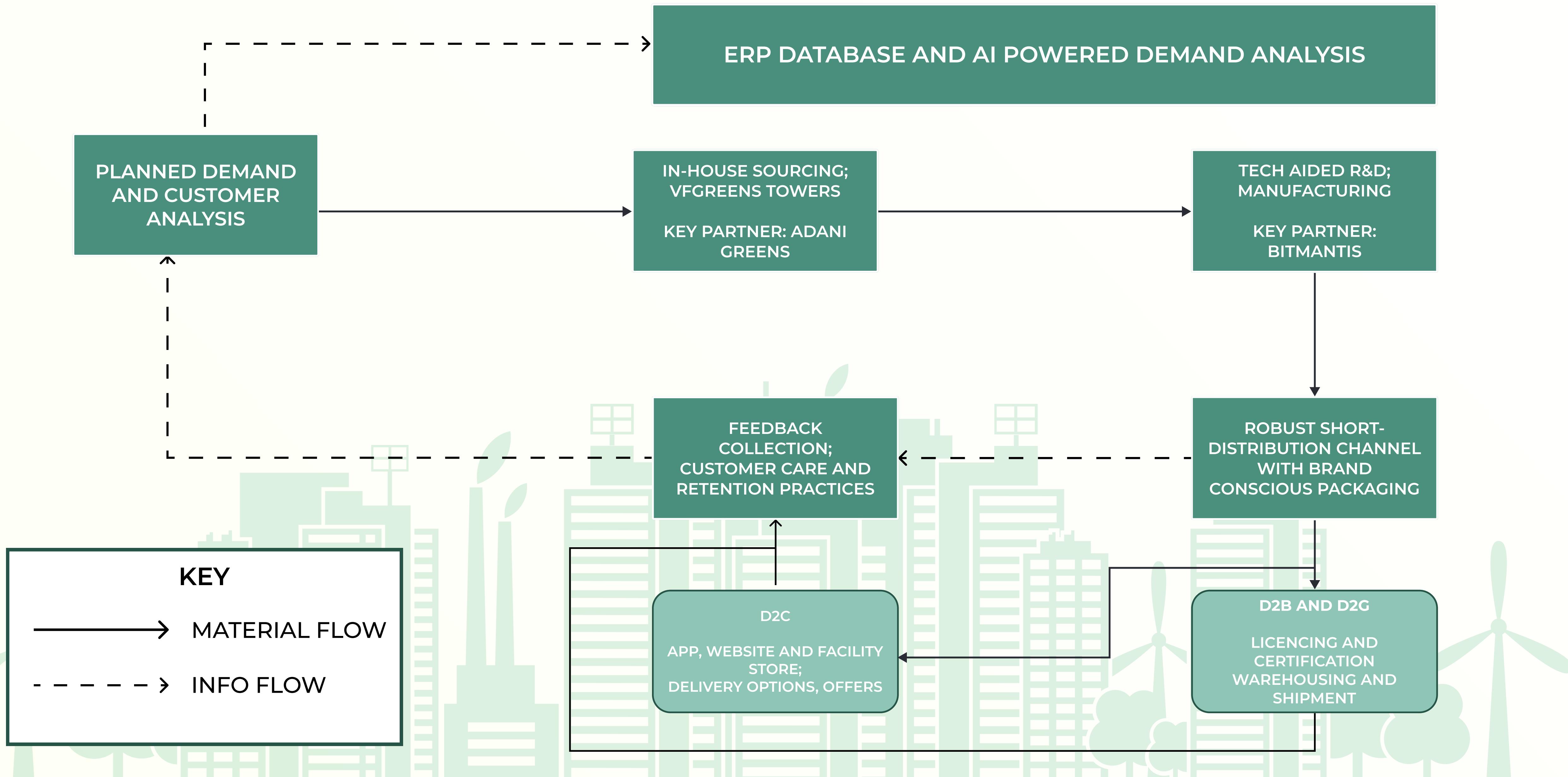


Extensive
Physical Presence

MARKETING COLLATERALS



SUPPLY CHAIN MANAGEMENT



FINANCIAL PLAN

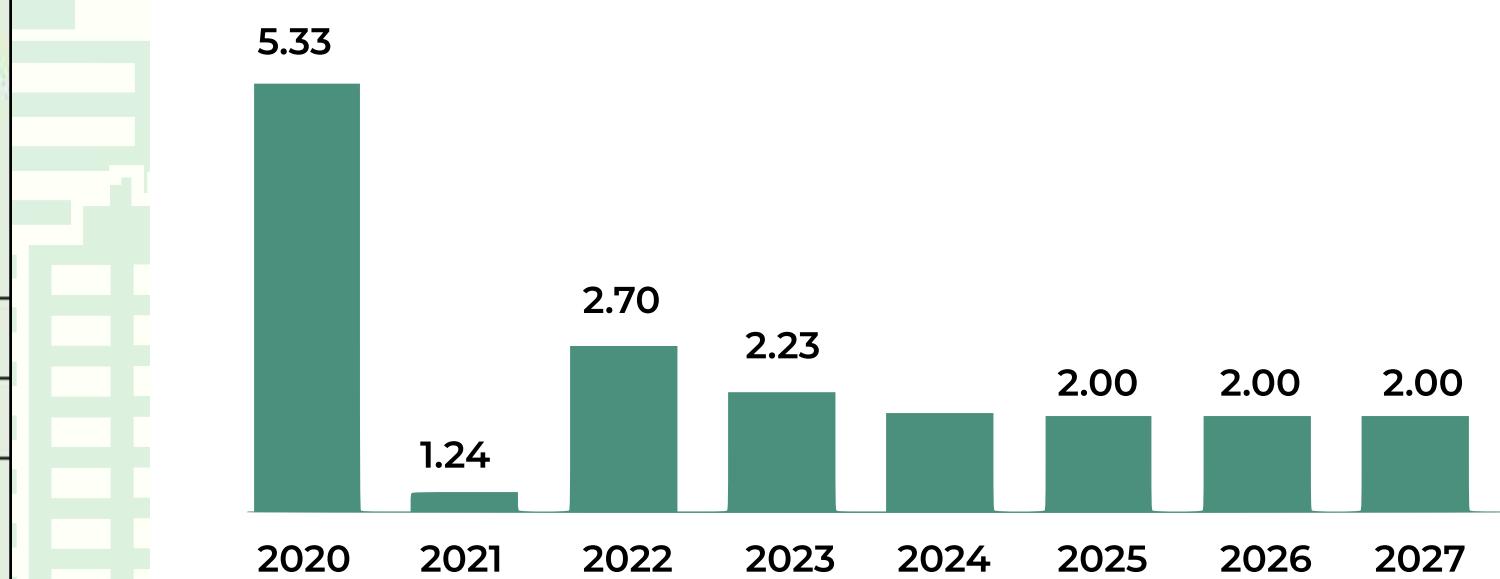
Capital Expenditure			
Fixed Costs	Cost (\$)	Notes	
cost to build 1sq ft vertical farm in a gulf country 2022	\$ 121		Based on Bustanica Cost
cost to build 130k (3 acre) sq ft vertical farm 2022	\$ 1,57,57,576	~ 15 million	
cost to build 130k (3 acre) sq ft vertical farm 2030	\$ 1,84,62,511	~ 18 million	Taking into consideration inflation for 8 years at 2% in
Research and Development	\$ 53,14,360	~ 5.3 million	
Wind Energy Adavancements	\$ 1,80,000		
Solar Energy Advancements	\$ 2,00,000		
Total Capital Expenditure	\$ 2,41,56,871		

Revenue Expenditure			
Variable Costs	Cost (\$)	Notes	
Personnel Required	\$ 1,16,600		1 farmer per acre, electrician, plumber (Source : Payscale)
Energy Demand	\$ 44,676		1 acre of aquaponics requires about 600 units per day
Plant Seeds	\$ 24,743		Calc is based on turmeric seeds assuming they will be imported from India. 6.33 lakh seeds can be planted in 1 acre.
Fish Food	\$ 12,000		
Water Recycled	\$ -		
Total Revenue Expenditure	\$ 1,98,019		
Total CapEx + RevEx	\$ 2,43,54,891		
Considering Inflation	\$ 2,74,27,563		

Some points to consider :

- The costs are based on hydroponics but the differentiator is mainly the water aerating system which not only gets offset by the extra fertilizers required in a hydroponic system but also is very cheap @ 1.5 lakh rs for 2.5 acres
- Avg weight of turmeric seed = 30gms
1kg turmeric seeds = 33 seeds / kg
Cost of 1kg turmeric seed = 35rs or 0.43 usd

Saudi Inflation Rates projection



FINANCIAL PLAN

Year 1 (2028)		Year 2 (2029)		Year 3 (2030)	
Cost	2,74,27,563	Cost	1,31,35,441	Cost	-
Target revenue	1,83,30,000	Target revenue	2,29,12,500	Target revenue	2,86,40,625
Gross profit	-90,97,563	Gross profit	97,77,059	Gross profit	2,86,40,625
Cost per month	22,85,630	Cost per month	10,94,620	Cost per month	-
Revenue per month	15,27,500	Revenue per month	19,09,375	Revenue per month	23,86,719
Investor	38,39,859	Investor	38,39,859	Investor	2,49,18,470
Net Profit/Loss	-1,29,37,422	Net Profit	57,39,180	Net Profit	37,22,155
		Profit to be reinvested	\$ 1,98,019	Profit to be reinvested	\$ 1,98,019

Across Years	2028	2029	2030	2031	Notes
Kale	\$ 3,30,000	\$ 4,12,500	\$ 5,15,625	\$ 6,44,531	Yield per acre = 20,000 kg CAGR=25.9%, Cost of 1kg kale in Saudi Arabia = \$11
Turmeric	\$ 1,80,00,000	\$ 2,25,00,000	\$ 2,81,25,000	\$ 3,51,56,250	kg CAGR=25.9%, Cost of 1kg turmeric in Saudi Arabia = \$6
Total	\$ 1,83,30,000	\$ 2,29,12,500	\$ 2,86,40,625	\$ 3,58,00,781	

	2028	2029	2030
Investment	\$ 2,74,27,562.91	\$ 1,98,019	0
Total	\$		2,76,25,582.40
After 18% interest	\$		3,25,98,187.23
Amount due to investor	\$ 2,87,58,328	\$ 2,49,18,470	0



THANK YOU
