

# About Way2Agribusiness India Pvt Ltd

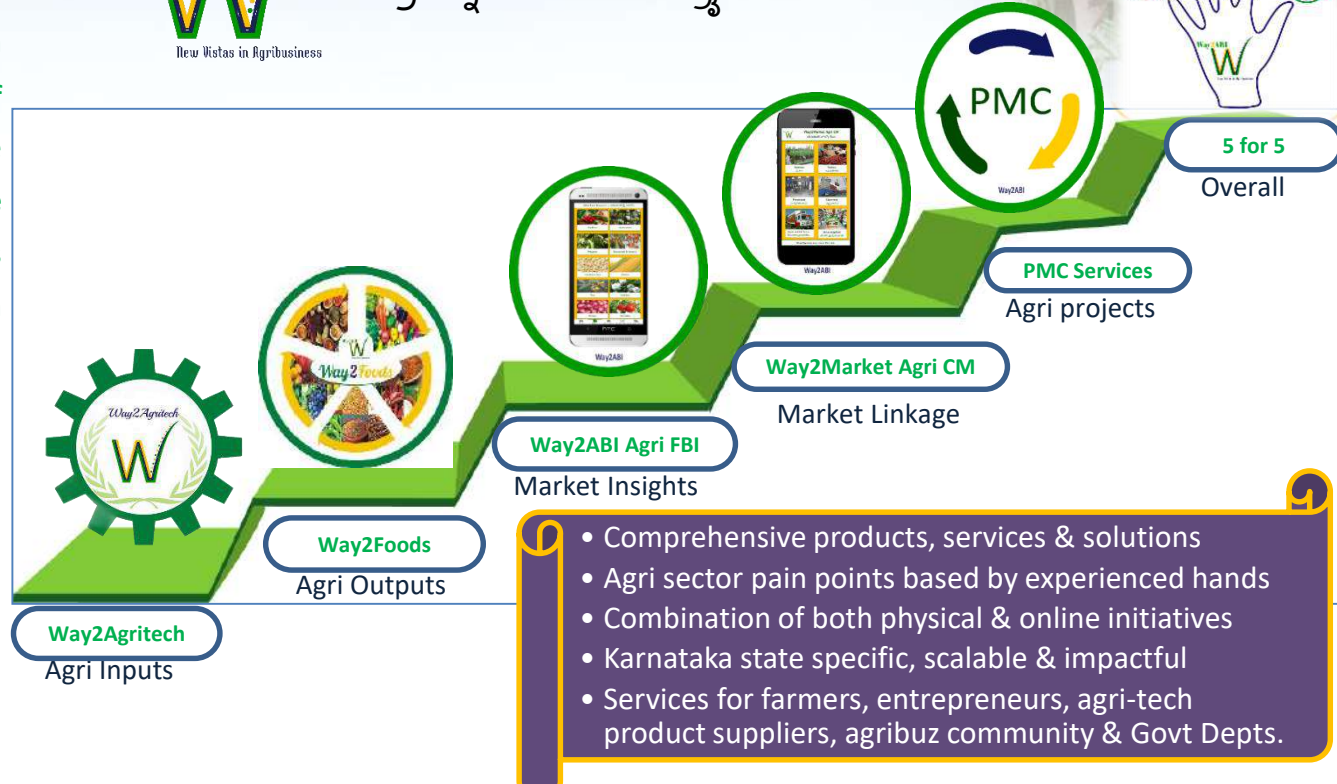


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Way2Agribusiness India Pvt. Ltd. is a social enterprise, incorporated in March 2014, with a core focus is to assist **transformation of farming activities into agribusiness**. We address the issue of agribusiness **exposure and market knowledge** on agri commodities and carry out **trading operations** in agri-tech products and food crops.

## Our differentiators

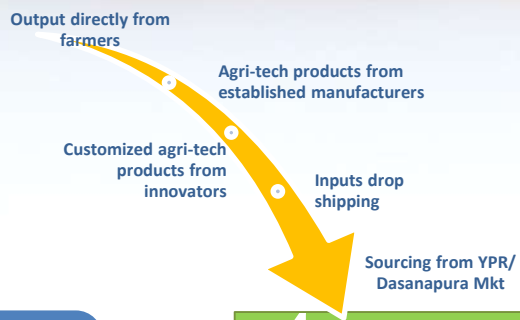
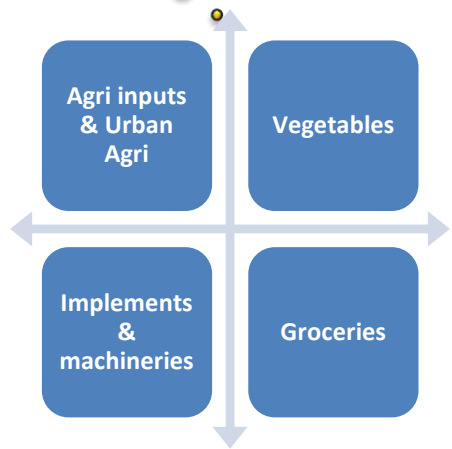
- 5 for 5 integrated services/ solutions
- Brands “Way2AgriTech” & “Way2Foods”
- Solid online presence – 12 services
- Strong network & presence at APMC Yard
- Impactful & scalable products & services.



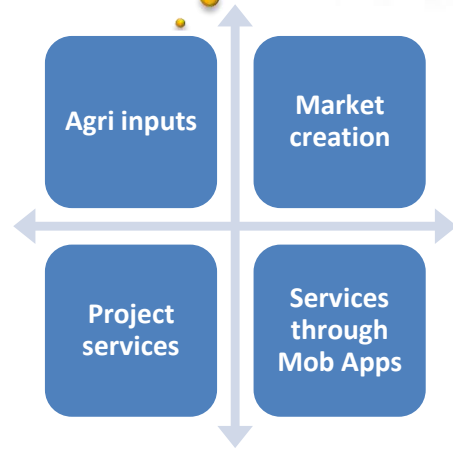


# Our Business Model

Quality produce at competitive prices to Customers



Wholesome services for the farmers & others





Our credentials

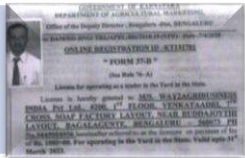
World CSR



FKCCI MSME Excellence Award



APMC Trade License



Way2Agritech



FKCCI



FSSAI Recognition



FBI App – Patent under process



FBI & CM Apps



Way2Foods TM

## Our online service details

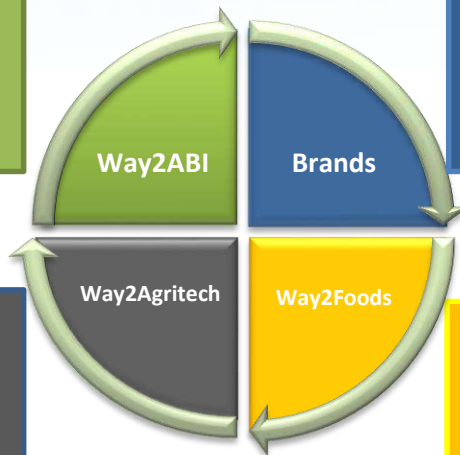
### Way2Agribusiness India Pvt Ltd

- All services & products  
[www.way2agribusiness.com](http://www.way2agribusiness.com)
- Social media website  
[www.karnatakaagribusiness.com](http://www.karnatakaagribusiness.com)



### Agri Inputs

- Plan Growth Promoters  
[www.drsoilhealth.com](http://www.drsoilhealth.com)
- Farm Machineries  
[www.powertiller.in](http://www.powertiller.in)
- Urban Agriculture  
[www.urbanagriculture.in](http://www.urbanagriculture.in)
- Agri tech App  
[Way2Agritech](#)



### Our Brands

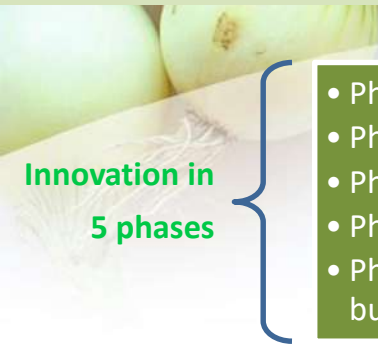
- Way2Agritech (Input)  
[www.way2agritech.com](http://www.way2agritech.com)
- Way2Foods (Output)  
[www.way2foods.in](http://www.way2foods.in)

### Agri Output

- Vegetables  
[www.way2vegetables.com](http://www.way2vegetables.com)
- Groceries  
[www.way2groceries.in](http://www.way2groceries.in)
- Market Intelligence App  
Way2ABI Agri FBI
- Trading Platform App  
Way2Market Agri CM



# Integrated solutions to agribusiness challenges – Enablers are innovation at every stage, strong online presence & branding initiatives



## Innovation in 5 phases

- Phase 1) we being a social enterprise
- Phase 2) we being an innovative agribusiness org
- Phase 3) by experiencing a challenge to run the org.
- Phase 4) by having a solid online presence
- Phase 5) targeting to scale up operations & brand building



## Online Services & Branding

- We have total 12 online services incl. 3 mob apps and we do intensive SEO
- Building brand for output & inputs we handle under the umbrella brand “Way2Foods” & “Way2Agritech”

- Right opportunity identified
- 5 for 5 concept worked out incl. farmers service
- Broad base built & selected activities taken up
- Higher traffic generation & business conversion
- For better future, operations sustainability & higher impact to society

- **Result of strong online presence:** Good traffic & customers being served even during the current challenging times.
- **Impact of brand building:** Visibility and identify would be resulted in operations sustainability

With our products and services, we are offering **integrated solutions to agribusiness challenges**. Solid **online presence** and **branding initiatives** assisting us to **sustain our operations** even during current challenging situation. Our initiative is impactful and scalable and now we are in the **phase of scaling up our operations**.



Both B2B & B2C clients are integral part of our services

## Wholesome Agri-tech solutions



Consumable  
Agri inputs



Capital Agri  
Inputs



Agri tech  
solutions



Urban Agriculture

- **To Farmers:**
  - Agri-tech products
  - Wholesome services
- **Urbanites:**
  - Covers Institutions, Apartments & Households
  - Products & services



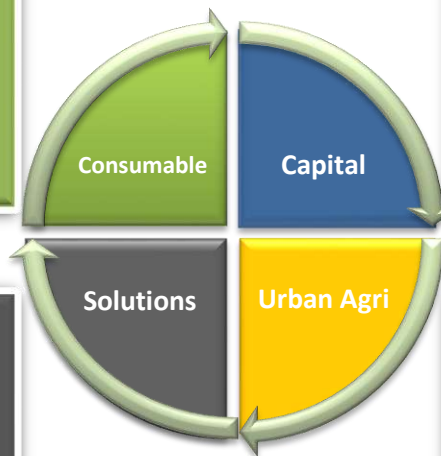
## One stop solution for Inputs & Agri-tech products

### Consumable Agri Inputs

- Flagship products like Dr Soil Health
- Strong online presence - [www.drsoilhealth.com](http://www.drsoilhealth.com)
- Support to farmers with “agri-clinic” operations
- 3 to 5 options will be provided in each product

### Agri-tech Solutions

- User Friendly Mob App “Way2Agritech”
- Service oriented – Way2Agritech knowledge centre
- Customized products & services to customers
- Coverage on all 10 categories of agri inputs



### Capital Agri Inputs

- Flagship products like Power Tiller
- Products & advisory services to farmers
- Coverage on both national & intl. tech products
- Drop shipping & option for buyers to publish what they are looking for.

### Urban Agriculture

- Flagship products like Seeds, plants & kits
- Strong online presence- [www.urbanagriculture.in](http://www.urbanagriculture.in)
- Advisory services to customers
- Based on options available erection support



Way2Agritech give equal importance to quality products & services

## Key features of our products and services

### Products

- Direct sourcing from manufacturers & supply to customer being channel partner
- 3 to 5 products options in each product and product categories
- Wholesome products to the customers incl. capital & consumable inputs
- Distribution facility at APMC Yeshwanthpur, Bengaluru
- Committed team & professional operations
- Responsibility of market dev for manufacturers products will be taken up.

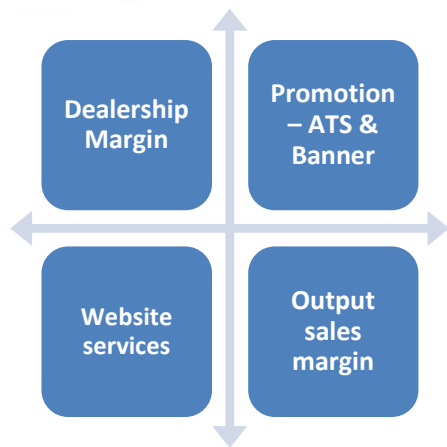
### Services

- Network of both the farmers and the local input suppliers
- Strong presence in rural place with output marketing & other services
- Wholesome services to the customers
- Our presence with outlet at APMC Yeshwanthpur, Bengaluru
- CRM and customer serving will be given higher priority.



## Product categories handled & revenue model

### Revenue Source & operations sustainability



THANK  
YOU



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[dr.prasannad@way2agribusiness.com](mailto:dr.prasannad@way2agribusiness.com)