



Study Report on Agri-tech Start-ups in India (Agricultural Marketing as a Key Service)



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List of Profiled Agri-Tech Start-ups with Agricultural Marketing as a Core Offering

S. No.	Agri-Tech Start-up
1	Waycool Foods and Products Private Limited (WayCool)
2	Crofarm AgriProducts Private Limited/ Otipy Internet Private Limited
3	Dagrowave Agscience Private Limited (Agrowave)
4	Krishiacharya Technologies Private Limited (BIJAK)
5	Our Food Private Limited
6	Science For Society (S4S) Techno Services Private Limited
7	Star AgriBazaar Technology Limited
8	Intello Labs Private Limited
9	Freshokartz Agri Products Private Limited
10	Farmart Services Private Limited
11	ULink Agritech Private Limited (Agrostar)
12	Gramophone (Agstack Technologies)
13	Dehaat (Green Agrevolution Private Limited)
14	Innoterra India Private Limited
15	Origo Commodities India Private Limited
16	Ninjacart (63 ideas Infolabs Private Limited)
17	Kislay Veggifarm Private Limited
18	Aceworx Synergistic Agribusiness Networks Private Limited
19	Chifu Agritech Pvt. Ltd. (Vegrow)
20	Fraazo (VnF Ideas Pvt. Ltd.)
21	Ecozen Solutions Private Limited

Summary Table for Agri-Tech Start-ups with Agricultural Marketing as a Core Offering

Agri-Tech Start-up	Waycool Foods and Products Private Limited (WayCool)	
Business Solutions Provided	Access to Finance and / or Insurance	For contracted farmers
	Agri-Input Supply	For contracted farmers
	Farm Management	For contracted farmers
	Crop & Market Advisory	For contracted farmers
	Direct Sourcing from Farms / FPOs	For contracted farmers
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	No
	Remote Sensing (including Drone-based)	Yes
	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No Information
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	One-sided Inventory-based Full-Stack Digital Agri-Commerce Platform with End-to-End Supply Chain Management of Agri-Food Commodities sourced from Contracted Farmers (mostly via Farmer Collectives)	
Main Marketing Channels	HORECA; Modern Retail; eCommerce; Packer or Re-packer for Own Brands;	
Key Sourcing Geographies	Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Maharashtra	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	Yes
	Processed / Value-Added Products	No information
	Packaged Foods	No information
Agri-Tech Start-up	Crofarm AgriProducts Private Limited/ Otipy Internet Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	No
	Farm Management	No information
	Crop & Market Advisory	No information
	Direct Sourcing from Farms / FPOs	Yes (limited level)
	Agri-Output Supply Chain Management	Yes
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No information
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	No
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	No information
Blockchain	No	

Main Business Model	Social commerce (reseller-based) focused agri-food commerce platform for fresh produce and grocery supported by technology-enabled demand-driven, zero wastage supply chain for fresh.	
Main Marketing Channels	While Otipy focuses on end consumers served by Community Leaders (resellers), Crofarm serves modern retail stores and large B2B buyers for wholesale / bulk supply	
Key Sourcing Geographies	Haryana, Uttar Pradesh, Delhi, Gujarat, Himachal Pradesh, Karnataka, Rajasthan, and Maharashtra	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities (Tea, Coffee, Cashew,	No
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	No
	Packaged Foods	No

Agri-Tech Start-up	Dagrowave Agscience Private Limited (Agrowave)	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	No
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No
	e / Agri-Commerce Platform for Agri-Outputs	No information
	FinTech	No
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	No information
Blockchain	No	
Main Business Model	Agrowave is building farm-2-business mobility supply chain through integrated network of mobile pickup stations (MPS) at farm-gates	
Main Marketing Channels	Wholesale buyers in Mandis and B2B buyers such as General & Modern retailers, HORECA	
Key Sourcing Geographies	Haryana, Punjab, Rajasthan, Madhya Pradesh, Uttar Pradesh and Maharashtra	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	No
	Packaged Foods	No

Agri-Tech Start-up	Krishiacharya Technologies Private Limited (BIJAK)	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	No

	Direct Sourcing from Farms / FPOs	No information
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No
	e / Agri-Commerce Platform for Agri-Outputs	Two-sided Platform
	FinTech	Yes
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
	Blockchain	No information
Main Business Model	Online B2B marketplace. Bijak is an online agriculture trading platform that connects thousands of verified agri traders (Farmers, Suppliers, Commission Agents, Brokers) across India	
Main Marketing Channels	MSMEs, traders, wholesalers, food processors, retailers, and farmers	
Key Sourcing Geographies	Maharashtra, Uttar Pradesh, Madhya Pradesh, Punjab, Bihar and Uttarakhand	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	No
	Packaged Foods	Yes

Agri-Tech Start-up	Our Food Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	Yes
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	No
	Direct Sourcing from Farms / FPOs	Yes
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	Yes
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
	Blockchain	No
Main Business Model	A technology-driven farmer franchising platform that adds value to farmer's produce beyond price realization through its new age, low cost, micro food processing units owned by farmers and supported by market linkages managed by Our Food	
Main Marketing Channels	Farmers, Manufacturing units	
Key Sourcing Geographies	Andhra Pradesh, Telangana, Karnataka, Maharashtra, Odisha, M.P., Chhattisgarh, Rajasthan, Gujarat, and Jharkhand	
Focal Commodities / Product Categories (based	Fruits	No
	Vegetables	No

on direct sourcing from farmers)	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	Yes
	Packaged Foods	Yes

Agri-Tech Start-up	Science For Society (S4S) Techno Services Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	For contracted farmers
	Agri-Input Supply	For contracted farmers
	Farm Management	For contracted farmers
	Crop & Market Advisory	No
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	No
	FinTech	No
	Remote Sensing (including Drone-based)	No information
	IoT and Sensors based Data Analytics	No information
	Robotics & Drone-based Farm Management	No information
	Cloud Computing	No information
	AI / ML Applications	No information
Blockchain	No information	
Main Business Model	Full Stack Food Processing Platform – minimizes fresh produce losses by converting to dehydrated food ingredients enabled by farm-gate sourcing and processing – all done by women entrepreneurs with the help of solar conduction dryers manufactured by S4S	
Main Marketing Channels	Food Manufacturers, HORECA, Modern Retail, Exports	
Key Sourcing Geographies	15 countries including Kenya, Nepal, and India	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	Yes
	Processed / Value-Added Products	Yes
	Packaged Foods	Yes

Agri-Tech Start-up	Star AgriBazaar Technology Limited	
Business Solutions Provided	Access to Finance and / or Insurance	Yes
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	Yes
	Direct Sourcing from Farms / FPOs	No
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No
	e / Agri-Commerce Platform for Agri-Outputs	Two-Sided Marketplace
	FinTech	Yes
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No

	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
	Blockchain	No
Main Business Model	Online agri-trading platform (for wholesale commodities) that delivers delivering efficiency, transparency, and traceability across the agri value chain through use of technology	
Main Marketing Channels	Wholesalers, Exporters, Food Processors	
Key Sourcing Geographies	PAN India	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	No
	Vegetables	No
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	Yes
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Intello Labs Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	No
	Direct Sourcing from Farms / FPOs	No information
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No
	e / Agri-Commerce Platform for Agri-Outputs	Two-sided Platform
	FinTech	Yes
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	Product as a service for digitizing the quality assessment of fruits and vegetables; Praman – an agri-trade platform powered by Intello Lab’s proprietary quality assessment technology facilitates spot-trading, e-auctioning, and reverse-auctioning in horticulture commodities	
Main Marketing Channels	Food businesses (growers, traders, retailers, food service companies, exporters, etc.) and HORECA	
Key Sourcing Geographies	India, USA, Singapore, and Sweden	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	Yes
	Plantation Commodities	Yes
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	No information
Packaged Foods	No information	

Agri-Tech Start-up	Freshokartz Agri Products Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	Yes

	Agri-Input Supply	Core Business Solution
	Farm Management	Yes
	Crop & Market Advisory	Core Business Solution
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No information
	e / Agri-Commerce Platform for Agri-Outputs	No information
	FinTech	No
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	No information
Blockchain	No	
Main Business Model	Freshokartz provide full stack solutions like agri-input, advisory and market linkages to farmers	
Main Marketing Channels	Wholesalers, HORECA, Modern & General Retailers	
Key Sourcing Geographies	Rajasthan	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Farmart Services Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	Core Business Solution
	Agri-Input Supply	Core Business Solution
	Farm Management	No information
	Crop & Market Advisory	Yes
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Yes
	Digital Technology Used	ICT-based Communications
Big Data based Agricultural Advisory		No information
e / Agri-Commerce Platform for Agri-Outputs		No
FinTech		Yes
Remote Sensing (including Drone-based)		No information
IoT and Sensors based Data Analytics		No information
Robotics & Drone-based Farm Management		No information
Cloud Computing		Yes
AI / ML Applications		No information
Blockchain	No	
Main Business Model	Farmart is a full-stack SaaS solutions platform for agri-retailers to serve farmers by providing them access to information, inputs, financing and market linkages	
Main Marketing Channels	Wholesale, HORECA, Modern Retail Chains	
Key Sourcing Geographies	Uttar Pradesh, Bihar, Rajasthan, Haryana, Punjab, Madhya Pradesh	
Focal Commodities / Product Categories (based	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes

on direct sourcing from farmers)	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	No
	Packaged Foods	No

Agri-Tech Start-up	ULink Agritech Private Limited (Agrostar)	
Business Solutions Provided	Access to Finance and / or Insurance	No information
	Agri-Input Supply	Core Business Solution
	Farm Management	No
	Crop & Market Advisory	Core Business Solution
	Direct Sourcing from Farms / FPOs	No
	Agri-Output Supply Chain Management	Yes (early stage)
	Quality Assurance through Traceability	No
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	Yes (Agr
	FinTech	Yes
	Remote Sensing (including Drone-based)	No information
	IoT and Sensors based Data Analytics	No information
	Robotics & Drone-based Farm Management	No information
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	From being an input focused agri-tech platform, AgroStar is moving towards a full-stack, omnichannel, agri-tech platform providing information, advisory, inputs, market linkages and financing	
Main Marketing Channels	B2B (Agri-Retailers) for Agri-Inputs; Bulk B2B Buyers for Agri-Outputs (early stage business activity)	
Key Sourcing Geographies	Gujarat, Maharashtra, Rajasthan, Madhya Pradesh, and Uttar Pradesh	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	No information
	Vegetables	No information
	Staples (Cereals / Oilseeds / Pulses)	No information
	Spices	No information
	Plantation Commodities	No information
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Gramophone (Agstack Technologies)	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	Core Business Solution
	Farm Management	No
	Crop & Market Advisory	Core Business Solution
	Direct Sourcing from Farms / FPOs	Yes (early stage)
	Agri-Output Supply Chain Management	Yes
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	Yes
	FinTech	No
	Remote Sensing (including Drone-based)	No information
IoT and Sensors based Data Analytics	Yes	

	Robotics & Drone-based Farm Management	No information
	Cloud Computing	Yes
	AI / ML Applications	No information
	Blockchain	No
Main Business Model	Data-driven Full-Stack Tech Platform for Farmers by adding premium farm management solutions, and Gram Vyapaar - an output marketplace	
Main Marketing Channels	Wholesale, General Trade, Modern Retail, eCommerce	
Key Sourcing Geographies	Madhya Pradesh, Rajasthan and Chhattisgarh and plans to enter Maharashtra, Uttar Pradesh, Telangana, Karnataka and Tamil Nadu soon	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	No
	Vegetables	No
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Dehaat (Green Agrevolution Private Limited)	
Business Solutions Provided	Access to Finance and / or Insurance	Yes
	Agri-Input Supply	Core Business Solution
	Farm Management	No information
	Crop & Market Advisory	Core Business Solution
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	Yes
	Remote Sensing (including Drone-based)	Yes
	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No information
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	Full-stack, one-stop marketplace for all agricultural needs of farmer – from seeds to market	
Main Marketing Channels	Wholesale, General Trade, Modern Retail, HORECA	
Key Sourcing Geographies	Bihar, UP, Jharkhand, Odisha, W. Bengal, Rajasthan & MP	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	Yes
	Organic / Certified / Responsibly Grown Produce	No
	Processed / Value-Added Products	Yes
	Packaged Foods	No information

Agri-Tech Start-up	Innoterra India Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	For contracted farmers
	Agri-Input Supply	For contracted farmers
	Farm Management	No
	Crop & Market Advisory	For contracted farmers

	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	Yes
	Remote Sensing (including Drone-based)	No information
	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No information
	Cloud Computing	Yes
	AI / ML Applications	Yes
	Blockchain	No
Main Business Model	Two or Multi-sided Platform that works with data intelligence and forecasting to deliver improvements in farm management practices, supply chain and logistics management along with full traceability of all products from farm to fork	
Main Marketing Channels	Domestic Retail Chains; In Overseas Markets - HORECA, Importers, Food Processors and Retail Chains	
Key Sourcing Geographies	14 countries like Switzerland, India, Europe etc.	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	Yes
	Organic / Certified / Responsibly Grown Produce	Yes
	Processed / Value-Added Products	Yes
	Packaged Foods	Yes

Agri-Tech Start-up	Origo Commodities India Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	Core Business Solution
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	Yes
	Direct Sourcing from Farms / FPOs	Yes
	Agri-Output Supply Chain Management	Yes
	Quality Assurance through Traceability	Yes
	Digital Technology Used	ICT-based Communications
Big Data based Agricultural Advisory		No information
e / Agri-Commerce Platform for Agri-Outputs		Two-sided Platform
FinTech		Yes
Remote Sensing (including Drone-based)		No
IoT and Sensors based Data Analytics		No information
Robotics & Drone-based Farm Management		No
Cloud Computing		Yes
AI / ML Applications		Yes
Blockchain	No	
Main Business Model	Full stack agri-tech that provides end-to-end supply chain management services for farmers and agri-commodity buyers such as processors, trading companies, agribusiness corporates and food businesses	
Main Marketing Channels	Processors, Trading Companies, Agribusiness Corporates and Food businesses (HORECA, Packaged Food Brand Owners etc.)	
Key Sourcing Geographies	PAN India	
Focal Commodities / Product Categories (based	Fruits	No
	Vegetables	No

on direct sourcing from farmers)	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No
	Packaged Foods	No

Agri-Tech Start-up	Ninjacart (63 ideas Infolabs Private Limited)	
Business Solutions Provided	Access to Finance and / or Insurance	No information
	Agri-Input Supply	No
	Farm Management	For contracted farmers
	Crop & Market Advisory	For contracted farmers
	Direct Sourcing from Farms / FPOs	For contracted farmers
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	No
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No information
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	Full Stack B2B Supply Chain Platform for fresh produce and eliminated intermediaries by taking control of the supply Chain through technology and analytics	
Main Marketing Channels	Fresh produce retailers, HORECA players, modern retail chains and wholesale traders in APMCs	
Key Sourcing Geographies	Bangalore, Chennai, Hyderabad, Delhi, Ahmedabad, Pune, Mumbai	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Kislay Veggifarm Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	For contracted farmers
	Farm Management	For contracted farmers
	Crop & Market Advisory	For contracted farmers
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	No
	FinTech	No
	Remote Sensing (including Drone-based)	No

	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
	Blockchain	No
Main Business Model	Kislay is a full-stack agri-tech platform which provides support to farmers across all the stages covering crop planning, production support and market linkage through tie-ups with retailers and domestic / international agribusiness corporations	
Main Marketing Channels	Retailers, HORECA	
Key Sourcing Geographies	Maharashtra, Odisha, Andhra Pradesh	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	No
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	Yes
	Spices	Yes
	Plantation Commodities	Yes
	Organic / Certified / Responsibly Grown Produce	Yes
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Aceworx Synergistic Agribusiness Networks Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	Yes
	Agri-Input Supply	Yes
	Farm Management	No
	Crop & Market Advisory	No
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	Yes
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	Yes	
Main Business Model	Full-stack managed B2B marketplace for agri-food products supported by embedded agri-finance services which enable FPOs to deliver higher value to responsible buyers thus improving their abilities to realize higher incomes for their farmer-members	
Main Marketing Channels	Food Processors, Agribusiness Trading MNCs, Exporters, Food Marketing & Distribution Start-ups	
Key Sourcing Geographies	Andhra Pradesh, Odisha, Maharashtra, Rajasthan, Gujarat, Karnataka & Chhattisgarh	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	No
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	Yes
	Plantation Commodities	Yes
	Organic / Certified / Responsibly Grown Produce	Yes
	Processed / Value-Added Products	Yes
	Packaged Foods	Yes

Agri-Tech Start-up	Chifu Agritech Pvt. Ltd. (Vegrow)	
Business Solutions Provided	Access to Finance and / or Insurance	No information
	Agri-Input Supply	For contracted farmers
	Farm Management	For contracted farmers
	Crop & Market Advisory	For contracted farmers
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	Yes
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	No
	Remote Sensing (including Drone-based)	No information
	IoT and Sensors based Data Analytics	Yes
	Robotics & Drone-based Farm Management	No information
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	Full stack Agri-tech Platform for end-to-end supply chain management of fresh produce	
Main Marketing Channels	B2B buyers of fresh produce such as retailers, HORECA, modern retail and e-commerce players	
Key Sourcing Geographies	Telangana, Andhra Pradesh, Karnataka	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
Packaged Foods	No information	

Agri-Tech Start-up	Fraazo (VnF Ideas Pvt. Ltd.)	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	No information
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	No information
Digital Technology Used	ICT-based Communications	Yes
	Big Data based Agricultural Advisory	No information
	e / Agri-Commerce Platform for Agri-Outputs	One-sided Platform
	FinTech	No
	Remote Sensing (including Drone-based)	No
	IoT and Sensors based Data Analytics	No
	Robotics & Drone-based Farm Management	No
	Cloud Computing	Yes
	AI / ML Applications	Yes
Blockchain	No	
Main Business Model	Full Stack D2C Agri-Commerce Platform for Farm-to-Fork quick delivery of fresh produce and food essentials including dairy	
Main Marketing Channels	Wholesale, General Trade, Modern Retail, HORECA	

Key Sourcing Geographies	15 metros and Tier-1 cities of India	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
	Packaged Foods	No information

Agri-Tech Start-up	Ecozen Solutions Private Limited	
Business Solutions Provided	Access to Finance and / or Insurance	No
	Agri-Input Supply	No
	Farm Management	No
	Crop & Market Advisory	For contracted farmers
	Direct Sourcing from Farms / FPOs	Core Business Solution
	Agri-Output Supply Chain Management	Core Business Solution
	Quality Assurance through Traceability	Core Business Solution
	Digital Technology Used	ICT-based Communications
Big Data based Agricultural Advisory		Yes
e / Agri-Commerce Platform for Agri-Outputs		One-sided Platform
FinTech		No
Remote Sensing (including Drone-based)		No information
IoT and Sensors based Data Analytics		Yes
Robotics & Drone-based Farm Management		No information
Cloud Computing		Yes
AI / ML Applications		Yes
Blockchain	No	
Main Business Model	Ecozen is a full stack agritech platform with focus on efficient and sustainable logistics (storage and transportation) of perishables	
Main Marketing Channels	B2B buyers of fresh produce - Retailers, HORECA, Wholesale Traders	
Key Sourcing Geographies	No information	
Focal Commodities / Product Categories (based on direct sourcing from farmers)	Fruits	Yes
	Vegetables	Yes
	Staples (Cereals / Oilseeds / Pulses)	No
	Spices	No
	Plantation Commodities	No
	Organic / Certified / Responsibly Grown Produce	No information
	Processed / Value-Added Products	No information
	Packaged Foods	No information

DETAILED PROFILES OF AGRI-TECH START-UPS WITH AGRICULTURAL MARKETING AS A KEY OFFERING

1. Waycool Foods and Products Private Limited

CIN: U52399TN2015PTC101215

Website: <https://waycool.in/>

Platform or Core Product Name*: Waycool

Founding Year: 2015

Background of Promoter(s)*-: Professionals with Top Corporate & Consulting Experience

Genesis / Origin of the Company*: Karthik Jayaraman teamed up with Sanjay Dasari to launch SunnyBee, a fruits and vegetables retail chain in Chennai. SunnyBee helped the company to get its supply chain moving and get the engine cranking for future expansion.

Other Group Entities / Business Lines (if any) *: Sunnybee Market (CFB Retail Pvt. Ltd.) - Retail Chain of Food Stores

Profile of Top Management*: Promoters with Academic Credentials from Top Institutes (IIT Madras & Harvard Business School)

Key Value Propositions*:

- (i) Deep & wide agri-food sourcing for buyers
- (ii) Above 95% fill rates
- (iii) Tech-enabled, multi-stage, stringent quality checks before delivery

No. & Type of Business Models Covered*:

- (i) Omni-Channel (Phygital) One-Sided Platform for Fulfillment of Agri-Food Requirements of HoReCa & Retail Players in both Bulk & Branded form.
- (ii) Contract Manufacturer

Main Business Model(s)*: Full-Stack Agri-Food Commerce Platform

Reasons for Business Success / Growth*: Tech-driven networking of collection centres and warehouse networking to assure information transparency and quality across all the four stakeholders - farmers, warehouse, distribution members (sales and fulfilment teams) and end customers. Application of AI/ML, big data analytics, robotics to improve efficiency and predictability through robust advisory, better decision-making, process automation in activities such as demand forecasting, sourcing, produce handling, logistics and distribution.

Key Equity Investors*: IFC, FMO, LightSmith, Lightbox, Lightrock

Key Offerings (Products / Services / Solutions) *:

- (i) HoReCA Solutions - Procurement Aggregation, One-Stop Purchasing
- (ii) GT Solutions - Easy Ordering, Zero Tension Supplies, Digitalization of Kirana Stores
- (iii) Modern Trade Solutions - Product Differentiation, High (95%+) & Reliable Fill Rates, Traceability & Safety of Supplies

Key Partners*: National Design & Research Forum (NDRF), IIHR Bengaluru, IIT Hyderabad, Indian Institute of Food Processing Technology (IIFPT) Thanjavur

Focal Customer Segments*: HORECA (Hotels, Restaurants & Cafe / Caterers); Modern Retail Chains; General Trade (Mom & Pop Stores); Residential Societies; Direct Customer Fulfillment through Logistics

Focal Commodities / Product Categories*: Started with F&V (Fruits & Vegetables) but has lately expanded to imported fruits, packaged food & beverages including kitchen ingredients, mediums and ready to cook products.

Dominant Form of Sale (Bulk / Third-Party Brands /Inhouse or Private Label Brands) *: Bulk & Inhouse Brands

No. of Brands Managed / Handled*: 04 (KitchenJi, Madhuram, Fresheys, L'exotique)

Top 3 Commodities / Product Categories*: F&V, Packaged Staples

Revenue Streams: Sale of product, Commissions, Subscriptions

Geographical Outreach: 5 States including Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Maharashtra

Targeted (Destination) Agricultural Markets*: Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Maharashtra

Sourcing Model*:

- (i) Direct sourcing from contracted farmers, hydroponic farms for F&V
- (ii) Raw Material for Packaged Staples from Wholesale Traders

Key Sourcing Geographies - States*: Tamil Nadu, Karnataka, Maharashtra

Offices (No. & Location) *: (01) - Chennai

New #6, Old #38, Bhagirathi Ammal St, T. Nagar, Chennai, Tamil Nadu 600017, IN

Major Stakeholders*: Farmers, Traders, Retailers, HORECA

Targeted Beneficiaries*: Farmers, Direct customers, Retailers

Key Contact Details: Email : karthik.jayaraman@waycool.in; Ph: 8754509199

Annual Revenues* (INR Crore): 378 (FY 2020-21)

Net Worth* (INR Crore): 103 (FY 2020-21)

Top 3 Debt Providers* (as on Date):

- i) RBL Bank Ltd. – INR 44.00 Cr.
- ii) IndusInd Bank Limited – INR 35.00 Cr.
- iii) Innoven Capital India Private Limited – INR 28.00 Cr.

2. Crofarm AgriProducts Private Limited / Otipy Internet Private Limited

CIN: U01111DL2016PTC299782

Website: <https://crofarm.com>; <https://otipy.com>

Platform or Core Product Name*: Crofarm / Otipy

Founding Year: 2016

Background of Promoter(s)*-: Varun Khurana is a serial entrepreneur and an alumnus of IIT Delhi. He is driving Crofarm / Otipy almost single-handedly with support of management professionals.

Genesis / Origin of the Company*:

Varun and Prashant were running Mygreenbox, a smartphone-based grocery delivery platform. Their work entailed managing the supply chain for procuring fruits and vegetables from the mandi and then distributing the same through Mygreenbox. Mygreenbox was acquired by Grofers and Varun & Prashant joined the Grofers team in key leadership roles. After a stint with Grofers, Varun Khurana and Prashant Jain set up Crofarm in May 2016 as a technology-backed farm-to-business (F2B) supply chain company for F&V.

Other Group Entities / Business Lines (if any) *:

i) Otipy Internet Private Limited

Key Value Propositions*:

- (i) **Technology-enabled end-to-end fresh supply chain company moving towards a full-basket grocery model** – Comprising digital applications (Farmer / Supplier App, Distribution Centre Console, Transporter App, Reseller App, Retailer / Consumer App / WhatsApp-integrated social commerce platform)
- (ii) **Fresh and Better Quality** - Farm-to-fork in less than 12 hours & On-Demand Harvesting
- (iii) **Fair Prices & Zero wastage** - Works on technology predictive algorithm to offer the best prices to consumers and to avoid the wastage.
- (iv) **Convenience** - Orders are placed through our mobile app and supply appears at the desired time

Main Business Model(s)*: Social commerce (reseller-based) focused agri-food commerce platform for fresh produce and grocery supported by technology-enabled demand-driven, zero wastage supply chain for fresh.

Reasons for Business Success / Growth*: Platform catering various stakeholders across Supply chain through **Farmer / Supplier App, Distribution Centre Console, Transporter App, Reseller App, Retailer / Consumer App**. Otipy has been able to bypass traditional retail stores to serve end-consumers through a network of community leaders (resellers) who are acting as last-mile distribution partners of Otipy and delivering to consumers directly.

Key Equity Investors*: SIG, Omidyar Network India, IPV (Inflection Point Ventures), Pravega, & Factor[e]

Key Offerings (Products / Services / Solutions) *:

- i) Farmer Solutions - On-demand harvesting, contract farming, Farmer / Supplier App
- ii) Direct consumer solutions - Timely Delivery of F&V, Book order through dedicated Consumer App Retailer / Consumer App. Wallet options available.
- iii) Reseller App - Orders/ Deliveries: Track consumer orders and mark deliveries. Incentive: Earn incentive on sales

Key Partners*: Women resellers (last-mile community leaders) who are connected through women-centric social networking app SHEROES

Focal Customer Segments*: While Otipy focuses on end consumers served by Community Leaders (resellers), Crofarm serves modern retail stores and large B2B buyers for wholesale / bulk supply.

Focal Commodities / Product Categories*: Fruits and Vegetables, dairy and other grocery items

Dominant Form of Sale (Bulk / Third-Party Brands /Inhouse or Private Label Brands)*: Consumer pack (Otipy); Bulk (Crofarm)

No. of Brands Managed / Handled*: Otipy

Top 3 Commodities / Product Categories*: F&V, Dairy, Grocery items

Revenue Streams: Sale of products to resellers and retail stores, commission / margins on product sold

Targeted (Destination) Agricultural Markets*: Delhi-NCR region. Company plans to expand its operations to Mumbai, Bangalore, Pune, Chennai, Jaipur, and Lucknow.

Sourcing Model*: Direct sourcing from onboarded / contracted farmers and from select B2B / wholesale suppliers of fresh produce

Key Sourcing Geographies (States)*: Haryana, Uttar Pradesh, Delhi, Gujarat, Himachal Pradesh, Karnataka, Rajasthan, and Maharashtra.

Warehouses / Collection Centres & Distributions (No. & State-wise Distribution) *:

Offices (No. & Location) *: Gurugram (01), Delhi (01), Mumbai (01), Bengaluru (01) Regional offices to open soon in cities like Pune, Chennai, Jaipur, and Lucknow.

Major Stakeholders*: Farmers, micro-entrepreneurs, community leaders, re-sellers, direct consumers, retailers of fresh produce and grocery

Targeted Beneficiaries*: Farmers, Retailers, logistic partners, Direct Consumers

Key Contact Details: contact@crofarm.com , varunkhurana@gmail.com

Annual Revenues* (INR Crore): 24.4 (FY 2019-20)

Debt / Credit Arrangements* (as on Date):

Innoven Capital India Private Limited – INR 14.50 Cr.

3. Dagrowave Agscience Private Limited (Agrowave)

CIN: U01110HR2017PTC069559

Website: <https://agrowave.in/>

Platform or Core Product Name*: AgroWave

Founding Year: 2017

Background of Promoter(s)*- AGROWAVE was started by Anu Meena, an IIT Delhi Alumni
Genesis / Origin of the Company*: AGROWAVE was started to provide solutions for farmers who struggle to sell their produce from farm-gates.

Key Value Propositions*:

- (i) establishing technology driven mobile pickup stations in villages at farm-gates
- (ii) to conduct quality mapping and demand prediction, and analytics to organise procurement
- (iii) Working on a price prediction engine to predict the price of commodities at millions of MPS(s) at farmgate. It helps to scale the sourcing from farmers efficiently with less manual intervention.
- (iv) Optimizing and scaling fresh produce procurement at farm-gates through technology driven MPS(s)
- (v) tech-enabled logistics processes for free of cost on time delivery

No. & Type of Business Models Covered*: One-sided B2B platform through which Retailers, Restaurants, Caterers and similar businesses can order fruits & vegetables to get hassle free delivery at their doorstep.

Main Business Model(s)*: Agrowave is building farm-2-business mobility supply chain through integrated network of mobile pickup stations (MPS) at farm-gates.

Reasons for Business Success / Growth*:

- (i) The platform establishes technology-driven mobile pickup stations (MPS) in villages at farm-gates from where it collects the produce.
- (ii) It later does a customised sorting, grading, and packaging to maintain the quality.
- (iii) Tech-enabled logistics and delivers the produce to customers for free of cost.

Key Equity Investors*: Aroa Ventures, Daffodil Software Pvt Limited & Sekhar Puli

Key Offerings (Products / Services / Solutions) *:

- (i) HoReCA Solutions - Procurement Aggregation, One-Stop Purchasing
- (ii) MPS- technology-driven mobile pickup stations (MPS) in villages at farm-gates from where it collects the produce
- (iii) Modern Trade Solutions

Focal Customer Segments*: Wholesale buyers in Mandis and B2B buyers such as General & Modern retailers, HORECA

Focal Commodities / Product Categories*: Fruits and Vegetables

Dominant Form of Sale (Bulk / Third-Party Brands /Inhouse or Private Label Brands)*: Bulk

Top 3 Commodities / Product Categories*: Fruits and Vegetables

Revenue Streams: Sale of Products.

Geographical Outreach: Delhi-NCR, Haryana, Punjab, Uttar Pradesh, Madhya Pradesh, and Rajasthan.

Targeted (Destination) Agricultural Markets*: : Delhi-NCR, Haryana, Punjab, Madhya Pradesh

Salient Institutional Buyers for Agri-Food*: General & Modern retail, HORECAs

Sourcing Model*: Direct sourcing from Farmers

Key Sourcing Geographies - States*: Haryana, Punjab, Rajasthan, Madhya Pradesh, Uttar Pradesh, and Maharashtra

Offices (No. & Location) *: Magnum Tower 1, 8th Floor, Golf Course Ext Rd, Sector 58, Gurugram, Haryana 122011, Phone No: 8619613373

Major Stakeholders*: Farmers and B2B buyers esp. from HORECA segment

Targeted Beneficiaries*: Farmers seeking to sell their harvest from farmgate

Key Contact Details: Anu Meena (Founder) anumeena666@gmail.com, info@agrowaves.in
Ph : +918619613373

Annual Revenues* (INR Crore): 23.7 (FY 2019-2020)

Debt / Credit Arrangements* (as on Date): No existing charges found.

4. Krishiacharya Technologies Private Limited (BIJAK)

CIN: U01100HR2019PTC079611

Website: <https://www.bijak.in/>

Platform or Core Product Name*: Bijak- B2B platform for agricultural commodity trading

Founding Year: 2019

Background of Promoter(s)*: Professionals with Top Corporate, Consulting and Entrepreneurship Experience. The founding team have been entrepreneurs, investment bankers, and venture capitalists. Bijak founders have deep experience spanning a range of fields including agri-tech, finance, consulting and SaaS.

Genesis / Origin of the Company*: In developing economies like India, the agricultural business sectors often suffer from deceitful sales and practices. For years, many mediators have regularly engaged in the supply chain among producers and end purchasers. Not only does this decrease the efficiency and pace of the logistics but also cause financial loss for the farmer. The founders of Bijak conceptualized a platform that could give better costs, expanded working capital, and advanced transportation facilities for the buyers as well as sellers. Bijak launched its MVP for 1 Region and 1 Commodity in May 2019.

Key Value Propositions*: Enable traders, wholesalers, and food processors to keep a ledger of their transactions, access transparent pricing, optimize logistics and improve their working capital cycles.

- (i) Easy Payment Gateway for Buyers and Suppliers
- (ii) Latest Mandi / Market prices
- (iii) Easy order Management & Bookkeeping
- (iv) Trade in Local Languages
- (v) Ratings - Make informed trade decisions with accurate trade participant ratings that enhance accountability.
- (vi) Digitisation of physical mandis, artiyas (commission agents), dalaals (brokers), loaders, mills, and middlemen by providing them an online interface.

Main Business Model(s)*: Online B2B marketplace. Bijak is an online agriculture trading platform that connects thousands of verified agri traders (Farmers, Suppliers, Commission Agents, Brokers) across India.

Reasons for Business Success / Growth*:

- (i) Real-time trading platform that brings reliability and transparency, and enables frictionless transactions.
- (ii) It secures better prices for buyers and sellers along the way. Its online platform is built around a rating system that allows food processing companies, commodity traders, logistics providers, and wholesalers to discover new business partners, and recommend those they consider to be reliable.
- (iii) Intuitive App - Simple, multilingual app for all trading needs.

- (iv) The suppliers and buyers are not just able to transact or discover each other but are also able to find out meta-data of each other to make a faster & reliable transaction through the application.
- (v) Farmers get access to mandi-wise lists of buyers and suppliers for each of their commodities (potato, onion, potato etc.) on the Bijak app.

Key Equity Investors*: Bertelsmann India, RTP Global, Sequoia Capital, Omidyar Network, Omnivore Partners, Better Capital. Blume ventures.

Key Offerings (Products / Services / Solutions) *: Tech enabled platform for the agricultural sector to facilitate free trade between buyers and sellers.

Supplier Solutions: Local Aggregator, Loader or supplier can connect with Buyers.

Buyer Solutions: Buyers or Commission Agent can connect with trusted suppliers.

Broker Solution: Brokers can improve their network of buyers, suppliers & settle brokerage payments early.

Key Partners*: Ministry of MSME- Government of India, Ministry of Science & Technology - Government of India, LABS Indigram, ISAP

Focal Customer Segments*: MSMEs, traders, wholesalers, food processors, retailers, and farmers.

Focal Commodities / Product Categories*: Dealing in all type of Agri-commodities

Dominant Form of Sale (Bulk / Third-Party Brands / Inhouse or Private Label Brands) *: Bulk (Deals in more than 110 commodities.)

Top 3 Commodities / Product Categories*: F&V, Staples

Revenue Streams: Bijak **takes a cut of every transaction** it facilitates between buyers and sellers. It also earns a lead generation **commission from farm financiers** (rural banks, NBFCs, fin-techs, etc.) who get access to Bijak's rich data pool of farmers and agri transactions. The platform **takes a cut of every loan disbursed** by farm lenders.

Geographical Outreach: 27 States / Union Territories across India including Maharashtra, Uttar Pradesh, Madhya Pradesh, Punjab, Bihar and Uttarakhand, Bijak covers 900+ regions.

Targeted (Destination) Agricultural Markets*: PAN India

Salient Institutional Buyers for Agri-Food*: Food processing companies, commodity traders, logistics providers, and wholesalers

Key Sourcing Geographies - States*: Maharashtra, Uttar Pradesh, Madhya Pradesh, Punjab, Bihar and Uttarakhand

Offices (No. & Location)*: Phone No.: +91-8588998844

Address: 90B, Delhi-Jaipur Expressway, Sector-18, Gurugram, Gurgaon – 122001, Haryana – India; Phone - +91-8588998844, Email : contact@bijk.in

Major Stakeholders* - Customers & Suppliers: Traders, Brokers, wholesalers, food processors, retailers, and farmers.

5. Our Food Private Limited

CIN: U15400AP2014PTC094566

Website: <https://www.ourfood.co.in/>

Platform or Core Product Name*: Our Food

Founding Year: 2014

Background of Promoter(s)*- Institutes / Prestigious & Recent Companies: Professionals with academic credentials from Top Institutes (like IIM) and experience with Top MNCs, Consulting Companies and Indian Corporates

Genesis / Origin of the Company*: Bala Reddy, promoter of Our Food, began implementing the marketing linkage model in 2016 and realized the absence of minimal grading and processing facilities to fulfill the demand of market players. Through tie-ups with food processing machinery manufacturers, Our Food launched micro-processing units in Telangana and AP during 2018. After establishing product-market fit, it expanded its network of farmer franchisee (FF) (i.e. micro-food processing entrepreneurs) in Maharashtra and MP during 2019 and hit the 1000 FF mark in Dec 2019.

Key Value Propositions*:

- (i) To decentralize the food processing industry with an innovative farmer adoption and engagement supply-chain platform
- (ii) Establishing a network of "Farmer Franchises" that deploy new age, low cost micro-processing units with the help of rural entrepreneurs to process the raw material at the farm gate
- (iii) Provide low-cost processing equipment along with financial assistance
- (iv) Eliminate the middlemen in the supply chain thus reducing the transactional costs and providing the best price to the farmer and consumer

Main Business Model(s)*: A technology-driven Farmer Franchising Platform that adds value to farmer's produce beyond price realization through its new age, low cost, micro food processing units owned by farmers and supported by market linkages managed by Our Food.

Reasons for Business Success / Growth*:

- (i) Post-harvest loss minimization: Early value addition at farm gate thereby reducing food waste and ensuring food security.
- (ii) Increased income to farmer franchise and end farmers.
- (iii) Sustainable agricultural production
- (iv) Employment generation
- (v) Promoting entrepreneurship among rural youth by promoting manufacturing activities

Key Equity Investors*: 3Lines Venture Capital and C4D Asia Fund

Key Offerings (Products / Services / Solutions)*: Technology driven farmer franchising platform for micro-food processing

Key Partners*: SBI, APGVB, IDFC First Bank, Avanti Finance, Syngenta, TRIF, MOFPI (Ministry of Food Processing Industries - GoI), Telangana State Food Processing Society, NIFTEM, CFTRI, Jai Kisan

Focal Customer Segments*: Farmers, Manufacturing units

Focal Commodities / Product Categories*: Pulses, Spices, Flours, Cereals and Millets, Edible Oils and Oil Seeds

Dominant Form of Sale (Bulk / Third-Party Brands / Inhouse or Private Label Brands)*: Bulk

No. of Brands Managed / Handled*: Our Food

Top 3 Commodities / Product Categories*: Pulses, Spices, Flours, Cereals and Millets

Top 5 Products: Yellow Moong Dal, Turmeric, Wheat Flour, Rice and Edible oil

Revenue Streams: Sale of Processed Food Products, Financing & Supply of Micro-Food Processing Machinery

Geographical Outreach: Andhra Pradesh, Telangana, Karnataka, Maharashtra, Odisha, M.P. Chhattisgarh, Rajasthan, Gujarat, and Jharkhand.

Targeted (Destination) Agricultural Markets*: Andhra Pradesh, Telangana, Karnataka, Maharashtra, Odisha, M.P. Chhattisgarh, Rajasthan, Gujarat, and Jharkhand.

Sourcing Model*: Directly from the Farmers, Micro Processing Units.

Key Sourcing Geographies - States*: Telangana, Andhra Pradesh, Maharashtra, Madhya Pradesh, and Karnataka

Warehouses / Collection Centres & Distributions (No. & State-wise Distribution) *:

Offices (No. & Location)*: Address: Plot no-705, Mathrusri Nagar, Miyapur Village, Serlingampally Mandal, R.R (dist.) Hyderabad -500 049. R.R - Ranga Reddy district

Major Stakeholders*: Farmers and Processors, Machinery manufacturers, Lending institutions

Targeted Beneficiaries*: Farmers, Processors, individual customers

Key Contact Details: Phone No.: +040-48599500 / 91 9014385945 , info@ourfood.co.in

Annual Revenues* (INR Crore): 17.8 (FY 2019 -20)

Net Worth* (INR Crore): 1.4 (FY 2019 -20)

Debt / Credit Arrangements* (as on Date):

- (i) Yes Bank Limited – INR 5 Cr.
- (ii) Ananya Finance For Inclusive Growth Private Limited – INR 3 Cr.
- (iii) Samunnati Financial Intermediation & Services Private Limited – INR 3 Cr.

6. Science for Society (S4S) Techno Services Private Limited

CIN: U72300MH2011PTC219456

Website: <https://s4stechnologies.com>

Platform or Core Product Name*: Solar Conduction Dryer

Founding Year: 2011

Background of Promoter(s)*- Institutes / Prestigious & Recent Companies: Promoters having consulting experience in food and renewable energy

Genesis / Origin of the Company*: Vaibhav Tidke, Co-Founder & CEO, started S4S Technologies in 2014 to sell dried produce such as vegetables, fruit, and meat to food companies using the patented technology of solar conduction dryer

Profile of Top Management*: Academic credentials from Institute of Chemical Technology

Key Value Propositions*:

- (i) procure fresh produce from farmers through the Village Level Collection Centres (VLCC)
- (ii) process the produce through their climate-clean micro-food processing units and serve convenient-to-use Products to 1100+ Food and Beverage Industry Customers
- (iii) Both Sourcing and Processing is done by Women Entrepreneurs

No. & Type of Business Models Covered*:

- (i) Processor
- (ii) Product to Service
- (iii) Packer or Re-packer for Own Brand / Private Label
- (iv) Contract Manufacturer

Main Business Model(s)*: Full Stack Food Processing Platform

Reasons for Business Success / Growth*:

S4S procures various agri-produce from farmers and gets it converted by women entrepreneurs into dehydrated, value-added products (with higher nutrition, colour, flavour and hygiene) with the help of solar conduction dryers manufactured by S4S. It supports these women entrepreneurs to sell these products to B2B buyers which include multinationals like Nestle, Marico, Capital Foods, Sodexo seeking dehydrated F&V produce with superior nutritional value, visual appeal and food safety.

Key Equity Investors*: Factor[e], Acumen

Key Offerings (Products / Services / Solutions) *: Converting Farm Losses to food-Ingredients through farm-gate sourcing and processing – all done by our women Entrepreneurs.

Key Partners*: USAID, FICCI, CEEW, DBS Foundation

Focal Customer Segments*: Institutional buyers, HORECA, retailers, businesses

Focal Commodities / Product Categories*: Fruits & Vegetables, Pulses & Grains

Dominant Form of Sale (Bulk / Third-Party Brands /Inhouse or Private Label Brands) *: Bulk and Inhouse or Private Label Brands

No. of Brands Managed / Handled*: Desi Videsi

Top 3 Commodities / Product Categories*: Fruits & Vegetables, Pulses & Grains

Top 5 Products:

(i) Fruits & Vegetables: Onion, Tomato, Ginger, Garlic, Coconut, Sweet Corn, Potato, Green Chilli and Green Peas

(ii) Pulses & Grains: Instant Rice, Instant Grains, Soya & Milk Powder and Breakfast Cereals

Revenue Streams: Sale of value-added products to B2B buyers. Mark-up on B2B and B2C products sourced from women entrepreneurs which are repacked and marketed by S4S in bulk and consumer packs.

Geographical Outreach: 15 countries including Kenya, Nepal, and India

Salient Institutional Buyers for Agri-Food*: Food & Beverage Industry, HORECA, businesses

Key Sourcing Geographies - States*: Directly from Farmers in Maharashtra, Odisha and Tamil Nadu

Offices (No. & Location) *: Unit/Shop no- 1608, 16th Floor, Haware Infotech Park, Plot no. 47, Sector 30-A, Vashi, Navi Mumbai, Maharashtra, India – 400703
Phone No.: +91-7738193313

Major Stakeholders* - Customers & Suppliers: Farmers, Women Entrepreneurs and Promoters

Targeted Beneficiaries*: Food and Beverage Industry, HORECA and businesses like retailers

Key Contact Details: Dr. Vaibhav Tidke (vaibhavtidke@gmail.com)

Annual Revenues* (INR Crore): 12.4 (FY 2019-20)

Net Worth* (INR Crore): 4.1 (FY 2019-20)

Debt / Credit Arrangements* (as on Date):

Yunus Social Business Fund Bengaluru Private Limited – INR 4 Cr.

7. Star AgriBazaar Technology Limited

CIN: U74999MH2016PLC289058

Website: <https://www.agribazaar.com/>

Platform or Core Product Name*: AgriBazaar

Founding Year: 2016

Background of Promoter(s)*: Promoters are the co-founders of Star Agriwarehousing and Collateral Management Limited, one of India's leading warehousing and collateral management services provider.

Genesis / Origin of the Company*: In 2016, Star Agri – India's leading collateral management agency started building an online platform to connect farmers, traders, banks, enterprises and governments. In 2017, this platform named Agribazaar created an award-winning wallet - AgriPay - that has facilitated transactions of over \$1 billion. Using the power of AgriPay, Agribazaar is leveraging AI-driven insights and analytics to offer customized credit-on-a-click, crop advisory and more.

Key Value Propositions*:

For small farmowners, Agribazaar enables digital access to a wider marketplace. For buyers, it assures quality whilst mitigating counterparty risk and enabling secure payments. Agribazaar ensures efficiency, transparency, and traceability in agricultural value chains.

Main Business Model(s)*: Online agri-trading platform (for wholesale commodities) that delivers delivering efficiency, transparency, and traceability across the agri value chain through use of technology.

Reasons for Business Success / Growth*:

- (i) Easy-to-use platform is designed to allow buyers to directly negotiate with farmers and realize higher transparency in their supply chain.
- (ii) On the app, farmers can create their own trade terms and directly negotiate with buyers.
- (iii) Without intermediaries in the transparent agri-trade ecosystem, the smallholder farmers can achieve better profits.
- (iv) We help farmers get instant digital payments, based on the quality and quantity of produce.
- (v) On the Agri bazaar app, farmers can avail customized credit in a matter of clicks.
- (vi) As an all-in-one agricultural solution, it is fully equipped with financial products of a wide range of banks and NBFCs. Farmers can opt for solutions and blended rates at their convenience.

Key Equity Investors*: IDFC Private Equity

Key Offerings (Products / Services / Solutions) *:

- (i) Farmers Fortune (India) Private Limited (FFIPL Financing)
- (ii) Crop Advisory

- (iii) Warehousing & storage services
- (iv) Collateral management
- (v) Quality Testing
- (vi) Delivery of goods & settlement

Key Partners / Buyers*: ITC, Cargill, Coffee Board, Adani Wilmar, Kirti Group, Britannia, Reliance Retail, NAFED, MMTC Limited

Focal Customer Segments*: Agripreneur, FMCG Industry

Focal Commodities / Product Categories*: Cereals & Pulses, Cotton & Sugar

Dominant Form of Sale*: Bulk

No. of Brands Managed / Handled*:

Top 3 Commodities / Product Categories*: Agri-tech, Agri-Trade

Top 5 Products: Cereals & Pulses, Cotton & Sugar

Revenue Streams: Trading fee / charges; interest charges on financing

Geographical Outreach: India

Targeted (Destination) Agricultural Markets*: Agri-Markets and e-mandis

Salient Institutional Buyers for Agri-Food*: FMCG Industry, HORECA, retailers, mandis

Key Sourcing Geographies - States*: Farmers of various states like Maharashtra, Haryana etc.

Warehouses / Collection Centres & Distributions (No. & State-wise Distribution) *:

Offices (No. & Location) *:

- (i) 801, Sumer Plaza, Marol Maroshi road, Marol, Andheri East, Mumbai – 400059
- (ii) 1103-1104, Ashoka Estate, Barakhamba Road, Connaught Place, Delhi – 110001

Major Stakeholders* - Customers & Suppliers: farmers, traders, banks, enterprises, and governments

Targeted Beneficiaries*: farmers, traders, banks, enterprises, and governments

Key Contact Details: Email: info@agribazaar.com, Contact: +91-9090397777

Annual Revenues* (INR Crore): 7.6 (FY 2019-20)

Net Worth* (INR Crore): 7.2 (FY 2019-20)

Financing Support to Suppliers (if any) *: At Agri bazaar, the integrated platform offers simple and easy access to settlements and credit to the agricultural community.

- (i) Farmers benefit from instant payments credited to their Agri Pay account as soon as the goods are delivered.
- (ii) On the Agri bazaar app, farmers can avail customised credit in a matter of clicks.
- (iii) As an all-in-one agricultural solution, it is fully equipped with financial products of a wide range of banks and NBFCs. Farmers can opt for solutions and blended rates at their convenience.

8. Intello Labs Private Limited

CIN: U74220KA2016PTC093871

Website: <https://www.intellolabs.com/>

Platform or Core Product Name*: Intello Labs

Founding Year: 2016

Background of Promoter(s)*: Promoters with academic credentials from IIT Bombay and work experience with Top MNCs, Start-ups and Indian Corporates

Genesis / Origin of the Company*: Currently, food businesses (growers, traders, retailers, food service companies, exporters, etc) depend on manual inspections & sorting to ensure they are buying the right quality as per their specifications. A lack of digital quality control impacts the entire workflow of growers, retailers, and trade. Intello Labs aims to bring supply chain efficiencies and objective quality assessment of food commodities with their technology, improving their customer satisfaction and cutting down losses, reducing value risk and wastage in the agriculture supply chains.

Key Value Propositions*:

- (i) developed digital products that leverage artificial intelligence (AI) tools, including computer vision and deep learning, to monitor the quality of and to grade fruits and vegetables.
- (ii) Smart and scalable solutions to digitize food quality, achieve fair pricing and reduce food wastage.

Main Business Model(s)*: Product as a service for digitizing the quality assessment of fruits and vegetables; Praman – an agri-trade platform powered by Intello Lab’s proprietary quality assessment technology facilitates spot-trading, e-auctioning, and reverse-auctioning in horticulture commodities.

Reasons for Business Success / Growth*: a verifiable, automated, accurate and fast solution is being provided

Key Equity Investors*: Nexus, Omnivore, Saama, AgFunder & SVG Thrive, Techstars and GenNext Ventures

Key Offerings (Products / Services / Solutions) *: real-time, accurate insights – leveraged by technology (AI, deep learning, image processing, computer vision). The products are: Intello Track, Intello Pack, Intello Grade and Intello Sort

Key Partners*: Nexus, Omnivore, Saama, AgFunder & SVG Thrive, Techstars and GenNext Ventures, Microsoft Partners, Aws Partner network and Accelerators

Focal Customer Segments*: food businesses (growers, traders, retailers, food service companies, exporters, etc.) and HORECA

Dominant Form of Sale (Bulk / Third-Party Brands /Inhouse or Private Label Brands)*:

Revenue Streams: Sale of digital quality assessment equipment and services; Fee for agri-trade on Praman agri-trade platform

Geographical Outreach: India, USA, Singapore, and Sweden

Sourcing Model*: Farmers, Traders

Offices (No. & Location) *:

- i) C-801, Courtyard, Nirvana Country, Sector 50, Gurugram, Haryana 122018.
- ii) Third Floor, No 22, Salarpuria Towers-I Hosur Road, Koramangala Bangalore Karnataka - 560095

Major Stakeholders*: Growers and buyers of horticultural produce

Key Contact Details: Himani Shah (Co-founder & CFO at Intello Labs); email: contact@intellolabs.com

Annual Revenues* (INR Crore): 2.6 (FY 2019-20)

Net Worth* (INR Crore): 7.9 (FY 2019-20)

Debt / Credit Arrangements* (as on Date):

Axis Trustee Services Limited – INR 5 Cr.

9. Freshokartz Agri Products Private Limited

CIN: U01120RJ2016PTC056542

Website: <https://www.freshokartz.com/>

Platform or Core Product Name*: Freshokartz

Founding Year: 2016

Background of Promoter(s)*: Professionals with academic background in technology and business

Genesis / Origin of the Company*: Coming from an agricultural family, Rajendra Lora decided to use his expertise in software and investment management for developing a marketplace model that would connect farmers with large B2B buyers.

Other Group Entities / Business Lines*: Kisanbhumi Agritech Private Limited

Key Value Propositions*:

- (i) Freshokartz provides soil data-based crop and fertiliser recommendations to farmers and based on that delivers agri Input to farmer's doorsteps from network of Freshokartz physical centres.
- (ii) Freshokartz also provides market linkages for outputs, crop advisory, agri equipment, and financial services to farmers.

Main Business Model(s)*: Freshokartz provide full stack solutions like agri-input, advisory and market linkages to farmers.

Reasons for Business Success / Growth*:

Freshokartz is becoming one stop shop for all needs of farmers. As a one stop shop, it is creating value for farmers and buyers by:

- (i) Directly buying the produce from farmers and selling it to bigger clients like Reliance, Adani etc.
- (ii) Developing a network of village centres that sell seeds and fertilisers to farmers besides offering financial services to them

Key Equity Investors*: Sunil Kumar Singhvi, Innovana Thinklabs, Rajasthan Venture Capital Fund (RVCF) and AWE (Achieving Women Equity)

Key Offerings (Products / Services / Solutions) *:

- (i) Input- Seeds, Fertilizers, Pesticides etc. are being offered at affordable prices and delivered at doorstep for farmers.
- (ii) Output- Farmers can easily sell their produce to Freshokartz.
- (iii) Crop Advisory
- (iv) Financial- Credit Facility during season and Agricultural Equipment Financing

Key Partners*: UPL, Reliance Retail, Krishitantra, Samunnati, Chambal Fertilizers and Chemicals Ltd. And Bank Sathi

Focal Customer Segments*: B2B customers like hotels and cafes and B2C customers like Reliance and Adani

Focal Commodities / Product Categories*: Fresh produce

Dominant Form of Sale*: Bulk

No. of Brands Managed / Handled*: 2

Top 3 Commodities / Product Categories*: Fresh produce

Revenue Streams: Sale of inputs to farmers and sale of outputs supplied by farmers. Subscription fee for advisory services to farmers.

Geographical Outreach: India

Targeted (Destination) Agricultural Markets*: Mandis, HORECA, retailers, hotels

Salient Institutional Buyers for Agri-Food*: B2B customers like hotels and cafes and B2C customers like Reliance and Adani

Sourcing Model*: Directly from farmers

Key Sourcing Geographies*: Rajasthan

Warehouses / Collection Centres & Distributions (No. & State-wise Distribution) *: More than 50 hubs/ centres in 20 districts of Rajasthan

Offices*: 715, 716, Elements Mall, Ajmer Road, Jaipur, Rajasthan

Major Stakeholders* - Customers & Suppliers: Farmers and the B2B, B2C clients

Targeted Beneficiaries*: hotels and cafes, Reliance and Adani

Key Contact Details:

Rajendra Lora - Co-Founder & CEO (Email: info@freshokartz.com, Phone: +91 9610776707)

Annual Revenues* (INR Crore): 3.7 (FY 2018-19)

Net Worth* (INR Crore): - 0.78 (FY 2018-19)

Debt / Credit Arrangements* (as on Date):

- i) Samunnati Financial Intermediation & Services Private Limited – INR 20 Cr.
- ii) UCO Bank - INR 10 Cr.

Financing Support to Suppliers (if any) *: Loaning and Financing (Credit Facility during season and Agricultural Equipment Financing)

10. Farmart Services Private Limited

CIN: U01403UP2015PTC075364

Website: <https://www.farmart.co/>

Platform or Core Product Name*: FarMart

Founding Year: 2015

Background of Promoter(s)*: Promoters have academic background in technology followed by professional experience in top financial advisory / investment firms

Genesis / Origin of the Company*: Alekh and his other co-founders started FarMart to basically connect farmers who own machinery with those who don't. Over time, the company pivoted to agri-input supply, financing and market linkage for farmers.

Key Value Propositions*:

- (i) SaaS-led B2B food supply platform
- (ii) FarMart also coordinates pricing, logistics, quality control and payment via its platform for agri-retailers

Main Business Model(s)*: Farmart has become a full-stack SaaS solutions platform for agri-retailers to serve farmers by providing them access to information, inputs, financing and market linkages.

Reasons for Business Success / Growth*:

FarMart has been able to create a scalable, trust-based distribution network that helps it gain access to farmers at the first mile and offer them access to information, inputs, financing and market linkages

Key Offerings (Products / Services / Solutions) *: SaaS-led B2B food supply platform

Focal Customer Segments*: Agri-retailers and large food businesses esp. corporates, MNCs, HORECA players and agri-food distribution companies

Focal Product Categories*: F&V, cereals and pulses, machinery

Dominant Form of Sale: Bulk

Top 3 Commodities / Product Categories*: F&V, Cereals and Pulses, Machinery

Revenue Streams: Sale of inputs to farmers and sale of outputs supplied by farmers. Subscription fee for advisory services to farmers.

Salient Institutional Buyers for Agri-Food*: ITC, Olam, Cargill & other large B2B buyers

Offices (No. & Location): Vi-John Tower, 393, Udyog Vihar Phase-III, Gurugram

Major Stakeholders*: Farmers, agri-retailers, and food businesses

Annual Revenues* (INR Crore): 1 (FY 2020-21)

Net Worth* (INR Crore): -0.122 (FY 2020-21)

Debt / Credit Arrangements* (as on Date):

Innoven Capital India Private Limited – INR 10 Cr.

11. ULink Agritech Private Limited (Agrostar)

CIN: U51900PN2008PTC157070

Website: <https://www.corporate.agrostar.in/>

Platform or Core Product Name*: Agrostar

Founding Year: 2008

Background of Promoter(s)*:

Genesis / Origin of the Company*: Agrostar was founded to tap the m-commerce opportunity around agri-inputs (\$ 45 billion market opportunity) in a mobile-first nation.

Key Value Propositions*:

- (i) AgroStar is a platform which uses farm and farmer-specific data to provide real-time solutions to reduce farmers' cost of production and improve yields.
- (ii) AgroStar bills its app as a "one-stop solution" that contains everything India's 135 million farmers need, including agronomy tools, such as a crop disease diagnosis tool that combines image recognition technology, educational content and an e-commerce store that sells farming products.

Main Business Model(s)*: From being an input focused agri-tech platform, AgroStar is moving towards a full-stack, omnichannel agri-tech platform providing information, advisory, inputs, market linkages and financing.

Reasons for Business Success / Growth*: AgroStar's solutions stack is built on the back of technology, data, and in-house agronomy capability which has helped it gain the trust of farmers.

Key Equity Investors*: Aavishkaar Venture Capital, Chiratae Ventures, Accel, Bertelsmann Investments, IFC, Hero Enterprise, Schroders Capital, Rabo Frontier Ventures, CDC Investment Works, and Evolve India Fund

Key Offerings (Products / Services / Solutions): Farm Advisory Solutions; Agri Inputs; Omnichannel Access

Focal Customer Segments*: Farmers and Agri-retailers

Dominant Form of Sale (Third-Party Brands)*: Third-Party Brands for Agri-Inputs

Revenue Streams: Sale of agri-inputs to agri-retailers; Fee for advisory solutions; Sale of agricultural produce aggregated from farmers by agri-retailers (upcoming)

Geographical Outreach: Gujarat, Maharashtra, Rajasthan, Madhya Pradesh, and Uttar Pradesh

Offices (No. & Location) *:

- (i) Office No.106B, 6th Floor, E-Space IT Park, A1 Building, 46/1 Nagar Road. Next to Inorbit Mall, Pune-411014, Maharashtra, India
- (ii) Office Premises bearing Nos. 501, 502, 503, 504, 505-A, 5th Floor and 601, 602 and 605-A on 6th Floor on East Wing of Infocity Tower No. 1, Infocity Complex, Sub-Plot-1, Infocity, Gandhinagar, Gujarat- 382007

Major Stakeholders*: Farmers, Agri-Retailers and Agri-Input Manufacturers

Annual Revenues* (INR Crore): 164 (FY 2019-2020)

Net Worth* (INR Crore): 109 (FY 2019-2020)

Debt / Credit Arrangements* (as on Date):

Innoven Capital India Private Limited - INR 53 Cr.

12. Gramophone (Agstack Technologies)

CIN: U74999MP2016PTC040803

Website: gramophone.in

Platform or Core Product Name*: Gramophone

Founding Year: 2016

Background of Promoter(s)*: Professionals with academic credentials from IIT & IIM and professional experience in agri-business, agritech-focused venture capital funds, and in agri-tech start-ups building farm management solutions.

Genesis / Origin of the Company*: The Co-founders recognized the dearth of crop doctors in the field, Gramophone was founded to provide both the advisory and supply of agri-inputs for crop health through the same platform.

Profile of Top Management*: Also IIT and IIM alumni

Key Value Propositions*: Personalized Agro-Advisory; Disease Prediction & Cure Advisory; Higher Crop Yield by 30-40%; Seed, Fertilizer, Nutrition Advisory; Saving on Agri-Input Cost by 10-15%; Regional Language Support

No. & Type of Business Models Covered*: Ag-Tech platform, E-marketplace, Agro-advisory

Main Business Model(s)*: Data-driven Full-Stack Tech Platform for Farmers by adding premium farm management solutions, and Gram Vyapaar - an output marketplace.

Reasons for Business Success / Growth*: Gramophone is a one-stop solution for all kinds of inputs for the farmers. Farmers can buy genuine crop protection, crop nutrition, seeds, implements, and Agri hardware at their doorstep. With the Gram Vyapaar feature, Gramophone facilitates farmers to sell crops to vyapaaries (Traders) directly all across the country. Farmers can access localized package of practice, crop advisory, weather information coupled with the best products to grow.

Key Equity Investors*: Z3Partners, Info Edge, Asha Impact, and Siana Capital.

Key Offerings (Products / Services / Solutions) *: crop protection, crop nutrition, seeds, implements, and Agri hardware, Gramophone facilitates farmers to sell crops to vyapaaries directly all across the country

Key Partners*: Godrej Agrovet and Dhanuka on the crop protection side and Rashi and Nunheims for seeds.

No. of Brands Managed / Handled*: 50+ brands in agri-input commerce

Revenue Streams: Produce sale, Agri-inputs sale, Subscriptions, Commissions.

Geographical Outreach: Madhya Pradesh and Rajasthan, and plans to enter Maharashtra, Uttar Pradesh, Telangana, Karnataka and Tamil Nadu soon

Offices (No. & Location)*:

Indore – 3rd Floor, Plot No. 158-159, Scheme No.54, PU-4, Indore – 452010, Gurugram – Cabin-B, 6th Floor, BPTP Centra One, Golf Course Extension Road, Sector 61, Gurugram - 122102

Major Stakeholders*: Farmers, Farm Implement Suppliers and Input suppliers

Key Contact Details: email: tauseef@gramophone.co.in; 07314298730

Annual Revenues* (INR Crore): 46 (FY 2020-21)

Net Worth* (INR Crore): 15.2 (FY 2020-21)

Debt / Credit Arrangements*(as on Date):

Northern Arc Capital Limited – INR 7 Cr.

13. Dehaat (Green Agrevolution Private Limited)

CIN: U01122BR2012PTC018117

Website: agrevolution.in

Platform or Core Product Name*: Dehaat (one-stop-shop for full-stack agricultural services)

Founding Year: 2012

Background of Promoter(s)*: Professionals with academic credentials from top institutes like IIT Delhi, IIT Kharagpur, IIM Ahmedabad etc.

Genesis / Origin of the Company*: Before founding DeHaat, Shashank Kumar and his other co-founders were running FarmsNFarmers - an award-winning non-government, non-profit organization. FarmsNFarmers (FnF) was started in 2010 by these young individuals from premier educational institutions. Commencing operations from Bihar, the service delivery model of FnF placed field visits and direct interaction with farmers at its core. Based on insights from their interactions with farmers, the founding team of FnF incorporated DeHaat in 2012 to serve as an easily accessible, single contact point for farmers for latest technology, quality inputs at affordable price, market linkage, relevant information like market prices, government schemes, and crop advisory.

Key Value Propositions*: Farmer gets access to quality material inputs, to institutional buyers for sale of their produce and to science-based farming advisory in a timely manner, often personalized based on their specific farming conditions

Main Business Model(s)*: Full-stack, one-stop marketplace for all agricultural needs of farmer – from seeds to market

Reasons for Business Success / Growth*: Hailing from Bihar, the promoters of DeHaat focused aggressively on agribusiness growth opportunities in Bihar which helped them get recognized as 'Sons of the Soil'. The grassroots knowledge, native connect and strong backing by donors and policy-makers helped DeHaat to become synonymous with development of agribusiness in Bihar. The combination of high density of farmers, fertile soils, missing markets for agri-inputs and outputs, low competition amid excellent growth potential set DeHaat well for its explosive growth journey by expanding its basket of offerings and basket of offerings. DeHaat positioned itself as a 'one stop shop' for all agricultural needs of farmers which helped it become the 'go-to' / preferred service provider in underdeveloped states such as Bihar and UP.

Key Equity Investors*: Sofina, Lightrock India, Temasek, Omnivore, Agfunder, Prosus Ventures, RTP Global, Sequoia Capital India and FMO etc.

Key Offerings*: (i) Soil Testing & Health Card; (ii) Yield Forecast; (iii) Farm Intelligence - AI, ML & Analytics; (iv) Agri Input- Seed, Nutrition, Protection; (v) Advisory - Helpline and Support; (vi) Agri Financing- Credit & Insurance; (vii) Solution For Micro-Entrepreneur - Agri solutions; (ix) Agri Output - Harvest & Market Access; (x) Agri Solutions for Institutional Buyers

Focal Customer Segments*: Farmers, micro-entrepreneurs, institutional buyers of crop outputs

Dominant Form of Sale*: Bulk

Top 3 Commodities / Product Categories*: Cereals, vegetables and fruits

Revenue Streams: Sale of agri-inputs to DeHaat micro-entrepreneurs; sale of crop outputs to institutional buyers

Geographical Outreach: Bihar, UP, Jharkhand, Odisha, W. Bengal, Rajasthan & MP

Targeted (Destination) Agricultural Markets*: Domestic markets in India through sale of cereals in APMCs (*mandies*) or to large corporate buyers and agri-trading multinationals. Sale of vegetables and fruits in *mandies* and supply to modern retail chains and HORECA buyers

Sourcing Model*: Direct sourcing from farmers through DeHaat centres

Offices (No. & Location)*:

- i) Patna - MIG -33, PO: Lohiya Nagar Kankarbagh Colony,, Patna, Patna, Bihar
- ii) Gurugram - DeHaat Unit number 504~506, Fifth Floor, Star Tower, Sector 30, Gurgaon, Haryana

Major Stakeholders* : Farmers, Micro-entrepreneurs, agri-input manufacturers, large corporate buyers of crop produce

Key Contact Details: contact@agrevolution.in

Annual Revenues* (INR Crore): 352 (FY 2020-21)

Net Worth* (INR Crore): Between 750-1000 (As on date)

Debt / Credit Arrangements* (as on Date):

- (i) Kotak Mahindra Bank Limited – INR 40 Cr.
- (ii) HDFC Bank Limited – INR 28 Cr.
- (iii) Axis Bank Limited (2 Loans) - INR 35 Cr.

14. Innoterra India Private Limited

CIN: U74990MH2009PTC193648

Website: <https://www.innoterra.com/>

Platform or Core Product Name*: Innoterra

Founding Year: 2009

Genesis / Origin of the Company*: Innoterra, a food and technology platform has been formed out of Pioneering Ventures, the Switzerland and India-based agriculture food-focussed firm. Innoterra will seek to leverage Pioneering Ventures intensive collaboration with the farming community for more than a decade and also its successful incubation of transformative food and tech ventures in India to drive data-driven impact for farmers and end-customers. The relaunch of Pioneering Ventures as Innoterra will draw on the capabilities of the financial services and technology divisions incubated by Pioneering Ventures. Another key element of this transition is the consolidation of the companies that Pioneering Ventures has incubated under one umbrella entity. These include Desai AgriFoods, Samaaru, Farmlink, Milklane, and Lateral Praxis.

Innoterra's aim is to improve production and distribution of healthy food using fewer resources, while ensuring equitable value distribution for all its stakeholders across the agri value chain. Innoterra as a newly formed food and technology platform company has a footprint in 14 countries, including the Middle East. The company provides digital services to 50,000 farmers and collaborates with over 15,000 farmer families to procure a range of fully traceable, branded, high-quality food products serving around 1.5 million consumers daily.

Other Group Entities / Business Lines*:

- (i) Districo India Private Limited
- (ii) Innoterra Tech India Private Limited
- (iii) Milklane Dairy Services Private Limited
- (iv) Farmlink Agri Distribution And Market Linkage Private Limited

Key Value Propositions*: Innoterra platform is divided in two parts:

- (i) Farmer Centric Platform- Financing and productivity enhancement with Farm Services, Farm Produce Aggregation, Rural Demand Aggregation and Platform Business
- (ii) Buyer Centric Platform- Providing more value for money with Advisory Services, Supply Chain Services, Fulfilment Services and Transaction Services.

Main Business Model(s)*: Two or Multi-sided Platform that works with data intelligence and forecasting to deliver improvements in farm management practices, supply chain and logistics management along with full traceability of all products from farm to fork.

Reasons for Business Success / Growth*: Innoterra is poised to achieve fast growth and traction since it leverages the existing networks and ecosystems of companies incubated by Pioneering Ventures across a range of commodities and agribusiness services covering financial services and agri-tech. The underlying companies of Innoterra are already formidable players in their respective commodity categories or specific commodities such as fresh produce, dairy, bananas etc. Promoters of Innoterra, with their successful track record of exits

and corporate acquisitions for their incubated companies, have raised significant patient capital from investors in Europe.

Key Equity Investors*: Pioneering Ventures, the predecessor of Innoterra had raised its funds mainly from European HNIs and family funds

Key Offerings (Products / Services / Solutions)*:

Innoterra strives to consistently deliver valuably different products, services, and solutions within the areas of nutrition, finance, and technology.

- (i) Nutrition: Tech-enabled distribution platforms ensuring best-in-class handling, processing and direct distribution to customers and consumers in major cities in India and export markets
- (ii) Platform Business: Samaaru- Small scale farming, Agricrest- Large scale farming
- (iii) Technology: Farm digitalisation, Data and Supply chain analytics and Traceability Solutions

Key Partners*: Innoterra has been aggressively entering into partnerships with government agencies, development agencies, donors, farmer collectives etc. which are working for integration of farmers in global value chains.

Focal Customer Segments*: Farmers, Domestic Retail Chains, HORECA, Importers and Retail Chains in overseas markets

Focal Commodities / Product Categories*: Fresh Products, Non-Perishable Products, Dairy Products, Animal Feed

Dominant Form of Sale*: Bulk, Inhouse Brands and Private Label Brands

No. of Brands Managed / Handled*: Multiple (Happy, Farmlink, Milklane etc.)

Top 5 Products: Banana, Dairy, Basmati Rice, Cattle Feed, Coconut

Revenue Streams: Sale of products manufactured / supplied by constituent companies; Supply of financial, distribution and technology services

Geographical Outreach: 14 countries like Switzerland, India, Europe etc.

Salient Institutional Buyers for Agri-Food*: Various food businesses (retailers, exporters, importers, co-manufacturers, HORECA etc.)

Sourcing Model*: Farmers

Key Sourcing Geographies*: Maharashtra, Gujarat, Haryana, U.P, M.P, Andhra Pradesh, Tamil Nadu, Kerala etc.

Offices*:

- (i) Unit No.1202, 12th Floor, Tower 3, S B Marg Indiabulls Finance Centre, Elphinstone Road (West), Mumbai, Mumbai City, Maharashtra.
- (ii) Innoterra AG, Baarerstrasse 18, 6300 Zug, Switzerland

Annual Revenues* (INR Crore): 18.3 (2018-19)

Net Worth* (INR Crore): 7 (2018-19)

15. Origo Commodities India Private Limited

CIN: U51103DL2011PTC213352

Website: <https://www.origoindia.com/>

Platform or Core Product Name*: TradeFi (Structured Trade Facilitation), Profin (Procurement Finance)

Founding Year: 2011

Background of Promoter(s)*: Professionals with engineering from IIT Delhi and management studies from top US B-Schools followed by work experience with top MNCs and international investment firms

Genesis / Origin of the Company*: Promoters of Origo were friends from high school who studied together at IIT Delhi, and then later worked as investment bankers in New York. Both promoters returned to India in 2009 and decided to start a venture in agri-logistics as this sector offered tremendous potential and had very few organised players. There was no real end-to-end, farm to-fork service provider. Hence the promoters decided to gain from the first-mover advantage by forming Origo Commodities in 2011 which initially offered warehousing solutions and soon moved to providing end-to-end services in the post-harvest management of agri-commodities —procurement from farmers, warehousing services and collateral management.

Other Group Entities / Business Lines*:

Origo Finance Private Limited

Key Value Propositions*: Origo offers complete post-harvest management services for agricultural commodities which include procurement, handling, preserving, storing and financing farm produce thus ensuring efficiency and value creation for buyers and sellers at every stage of the commodity supply chain. Its solutions also comprise commodity handling and collateral management services for producers, processors, corporate houses and financial institutions.

Main Business Model(s)*: Full stack agritech that provides end-to-end supply chain management services for farmers and agri-commodity buyers such as processors, trading companies, agribusiness corporates and food businesses.

Reasons for Business Success / Growth*: Origo commodities was an early mover in the end-to-end supply chain management of agri-commodities covering procurement, handling, warehousing and financing. It targeted clients who could use its comprehensive services portfolio while gaining from the efficiencies in end-to-end supply chain management. Once it got top clients such as Cargill, ITC and Olam on board, there was no looking back for Origo.

Key Equity Investors*: International Development Finance Corporation (DFC), Yes Bank, Northern Arc, Caspian, responsAbility Investments AG, Triodos Investment Management and Oikocredit International

Key Offerings (Products / Services / Solutions)*: e-Mandi, Warehousing, Procurement, Structured Trade Facilitation, Financing, Collateral Management, Commodity Handling, Import Financing etc.

Focal Customer Segments*: Processors, Trading Companies, Agribusiness Corporates and Food businesses (HORECA, Packaged Food Brand Owners etc.)

Focal Commodities / Product Categories*: Grains, Pulses, Oilseeds, Edible Oil & Fibre

Dominant Form of Sale*: Bulk

Revenue Streams: Fee for supply chain management services such as Warehousing, Procurement, Structured Trade Facilitation, Collateral Management, Commodity Handling etc. Interest income on Agri-Financing, Structured Trade Finance

Geographical Outreach: India

Salient Institutional Buyers for Agri-Food*: Patanjali, LT Foods, Daawat, Sonali Cattle Feed, Pragati, Swastik Agro, CPF, Shree Balaji Agrotech

Sourcing Model*: Directly from Farmers, Farmer Collectives and Traders in APMCs

Key Sourcing Geographies*: 12 States

Warehouses / Collection Centres*: 500 warehouses

Offices (No. & Location)*: Plot #37, 1st Floor, Sector 18, Institutional Area, Gurgaon, Haryana 122002

Major Stakeholders*: Farmers, traders, financial institutions, and warehouse owners.

Annual Revenues* (INR Crore): 222 (FY2020-21)

Net Worth* (INR Crore): 181 (FY2020-21)

Debt / Credit Arrangements* (as on date):

- (i) Yes Bank Limited – INR 75 Cr.
- (ii) HDFC Bank Limited- INR 60 Cr.
- (iii) HSBC – INR 25 Cr.
- (iv) CSB Bank Limited - INR 25 Cr.

Financing Support to Suppliers (if any) *: ProFin, Origo's procurement finance service is a unique combination of commodity procurement and trade credit. ProFin provides a dual advantage to the buyer – higher procurement volumes and a credit period for a convenient bill clearance window. On the other hand, payments are released to the suppliers on behalf of the buyers. With ProFin, the procurement volumes for buyers are high and the prices relatively lower, suppliers receive the benefit of immediate payment against their sales. The service provides a win-win situation for both parties with seamless cash management even during peak seasons.

17. Ninjacart (63ideas Infolabs Private Limited)

CIN: U52100KA2019PTC130334

Website: <https://ninjacart.in/>

Platform or Core Product Name*: Ninjacart

Founding Year: 2015

Background of Promoter(s)*: Professionals with academic credentials from IIM Kozhikode and IIM Ahmedabad followed by work experience with technology start-ups, early-stage companies.

Genesis / Origin of the Company*: On seeing a gap in the food distribution market and opportunity to add value through technology, Thiru founded Ninjacart as an on-demand grocery delivery company in 2015 along with Vasudevan, Kartheeswaran, Sharath, Sachin, and Ashutosh. He later realized the inefficiency of the current supply chain for perishable produce and pivoted the company to become an end-to-end B2B fresh produce platform. Thiru's vision is to build India's most efficient and largest supply chain company for agricultural produce.

Other Group Entities / Business Lines (if any) *:

- (i) Kilofarms Private Limited

Key Value Propositions*:

- (i) eliminated intermediaries by taking control of the Supply Chain by using technology and analytics.
- (ii) built reliable, cost-effective, and high-speed logistics and infrastructure to solve for inefficiencies and reduce food wastage in the Supply Chain.
- (iii) on one end, farmers get better prices and consistent demand, and on the other end, retailers receive fresh produce at competitive prices that are delivered to their doorstep.
- (iv) high-quality and hygienically handled fresh produce ensures healthy food to consumers.

Main Business Model(s)*: Full Stack B2B Supply Chain Platform for fresh produce

Reasons for Business Success / Growth*: Using the power of technology especially in crate management to ensure traceability and minimal handling, Ninjacart was one of the first B2B platforms to eliminate problems of lack of traceability, quality deterioration due to improper handling and inefficiencies due to multiple intermediaries in the fresh produce supply chains.

Key Equity Investors*: Accel, Tiger Global, Flipkart, Walmart, Syngenta Ventures, Trifecta Capital, Mistletoe, Qualcomm Ventures, Neoplux, HR Capital etc.

Focal Customer Segments*: Fresh produce retailers, HORECA players, modern retail chains and wholesale traders in APMCs

Focal Commodities / Product Categories*: Fruits and vegetables

Dominant Form of Sale*: Bulk

Revenue Streams: Sale of fresh produce (fruits and vegetables)

Geographical Outreach: Bangalore, Chennai, Hyderabad, Delhi, Ahmedabad, Pune, Mumbai

Sourcing Model*: Directly from farmers through collection centres

Key Sourcing Geographies*: Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra and Gujarat

Offices (No. & Location) *: WeWork Vaishnavi Signature 9th floor, Outer Ring Road, Bellandur Village Varthur Hobli Bengaluru East, Bengaluru, Karnataka 560103, IN

Major Stakeholders*: Farmers and retailers

Annual Revenues* (INR Crore): 747 (FY2020-21)

Net Worth* (INR Crore): 371 (FY 2020-21)

18. Kislay Veggifarm Private Limited

CIN: U15130MH2018PTC309042

Website: <https://kislay.in/>

Platform or Core Product Name*: Kislay

Founding Year: 2018

Background of Promoter(s): Promoters of Kislay have academic credentials in technology from IIT Guwahati and Nagpur University and in management from IIM Kolkata. The promoters have gained work experience in technology, agri-business, supply chain and operations at technology start-ups, consulting firms, impact advisory firms and international technology giants.

Genesis / Origin of the Company*: Bhaskar was working with 'Gaon Chalo' project of Tata Global Beverages whereas Paresh was working with IFHD, Bangalore on a project under which 52 farmer producer organisations across 18 states of India and dealing with 40 commodities were supported for business incubation. While working on these market linkage focused initiatives for farmers, Bhaskar and Paresh saw the opportunity to link farmers with retail customers by using technology, and co-founded Kislay with the mission of connecting 100 thousand retailers to farmers along with two other co-founders.

Key Value Propositions*:

For farmers:

- i. Planning according to season and market demand.
- ii. Crop care with right advice from agriculture experts
- iii. Market linkage with convenience

For retailers:

- i. Quality products
- ii. Doorstep delivery
- iii. Economical / small lot sizes to minimize wastage

Main Business Model(s)*: Full Stack Agri-tech Platform

Key Offerings (Products / Services / Solutions)*: Kislay is a full-stack agri-tech platform which provides support to farmers across all the stages covering crop planning, production support and market linkage through tie-ups with retailers and domestic / international agribusiness corporations.

Focal Customer Segments*: Retailers, Restaurants

Focal Commodities / Product Categories*: Fruits, Vegetables & Staples

Dominant Form of Sale *: Bulk

Top 5 Products: Green Chillies and Maize

Revenue Streams: Sale of commodities sourced from farmers

Geographical Outreach: Maharashtra, Odisha, Andhra Pradesh

Salient Institutional Buyers for Agri-Food*: Mandis, Vegetable shops and restaurants

Sourcing Model*: Directly from Farmers or Farmer Producer Organisations

Offices (No. & Location)*: C/o Lucent Energy Company Private Limited J- 10 & 11, MIDC, Hingna Industrial Estate, Nagpur, Nagpur, Maharashtra.

Major Stakeholders*: Farmers, Retailers, Restaurants and domestic / international agribusiness corporations

Annual Revenues*(INR Crore): 7.9 (FY 2020-21)

Net Worth*(INR Crore): 1.8 (FY 2020-21)

19. Aceworx Synergistic Agribusiness Networks Private Limited

CIN: U74999DL2019PTC347002

Website: <https://www.aceworxglobal.com>

Platform or Core Product Name*: Aceworx

Founding Year: 2019

Background of Promoter(s)*: Professionals with academic credentials from IRMA (Institute of Rural Management), Anand and TISS (Tata Institute of Social Sciences), Mumbai. Promoters have the rich experience of working with Institutions like World Bank, GIZ, Safe Harvest (Category leader in residue-free commodities) and top VCs backed start-up.

Genesis / Origin of the Company*: The organisational design and business model of Aceworx is informed by the learning of its promoters and key shareholders while they worked with DISHA (Dedicated Initiatives for Sustainable and Holistic Agriculture), a smallholder-focused social enterprise incorporated with more than 90% shareholding of two FPOs of Gujarat. Before undertaking business activities in cashew and coffee, the lead shareholders of Aceworx acquired a first-hand techno-commercial understanding of the value chains in its focal commodities through close involvement in studies and pilot projects for these commodities commissioned by agencies of GoAP (Government of Andhra Pradesh).

Other Group Entities / Business Lines (if any)*: Natureworx Bioproducts Private Limited focused on organic and sustainability-certified agri-food produce

Key Value Propositions*:

By bringing in the missing elements (such as digital marketplace, financial products, specialized supply chain management, cutting-edge storage etc.) in the sustainable agri-food value chains, Aceworx enhances the power of choice for both smallholder producers (choice of buyers, certifications & labels, finance and level of value addition) and conscious consumers (choice of unique origins, range of affordability, forms & value addition and availability and timing).

Main Business Model(s)*: Full-stack managed B2B marketplace for agri-food products supported by embedded agri-finance services which enable FPOs to deliver higher value to responsible buyers thus improving their abilities to realize higher incomes for their farmer-members.

Key Offerings (Products / Services / Solutions)*:

Direct sourcing from FPO / farmers to delivering products for B2B buyers (involves key value chain activities i.e. aggregation, financing, value addition / processing, logistics, periodic fulfilment).

Key Partners*: Maharashtra State Rural Livelihood Mission (MSRLM), Technoserve, Palladium Consulting, SERP Andhra Pradesh, Ananya Finance, Shahu Maharaj Cashew Processing Cooperative, Bluefrog Mobile Technologies

Focal Customer Segments*: Food Processors, Agribusiness Trading MNCs, Food Marketing & Distribution Start-ups

Focal Commodities / Product Categories*: Nuts, Spices, Beverages & other high value agri-food product categories including Sweeteners

Dominant Form of Sale*: Bulk

Top 3 Commodities / Product Categories*: Nuts, Spices & Beverages (Coffee)

Revenue Streams: Sales of Raw and Value-added Commodities to Processors, Large Agribusiness Companies including Agri-Trading MNCs and Food Marketing Start-ups

Geographical Outreach: India

Targeted (Destination) Agricultural Markets*: Middle East, Europe

Salient Institutional Buyers for Agri-Food*: Olam, LDC, Himalaya, NKG, Sucden, Superzop,

Sourcing Model*: Directly from FPOs, farmers with assistance from local aggregators

Key Sourcing Geographies*: Andhra Pradesh, Odisha, Maharashtra, Rajasthan, Gujarat, Karnataka & Chhattisgarh

Warehouses / Collection Centres & Distributions (No. & State-wise Distribution)*: BRK Agro, Rautwadi, Shikrapur, Pune, Maharashtra - 412208

Offices (No. & Location)*:

(i) L29-34, Awfis, First Floor, Connaught Place, Delhi-110001

(ii) C-1002, KLJ Noida One, Plot B-8, Sector 62 Institutional Area, Noida - 201309

Major Stakeholders*: Smallholder farmers, FPOs, Responsible / Conscious buyers from categories such Processors, Top Agribusiness Companies, Agri-Trading MNCs and Food Marketing Start-ups

Targeted Beneficiaries*: Farmers, FPOs, Responsible Buyers

Key Contact Details: Email: contactus@aceworxglobal.com; Phone: +91-9717245823

Annual Revenues* (INR Crore): 7.62 (FY 2020-21)

Net Worth* (INR Crore): 0.28 (FY 2020-21)

Debt / Credit Arrangements*(as on Date):

Ananya Finance For Inclusive Growth Private Limited – INR 2 Cr.

Financing Support to Suppliers (if any)*: Planned in the next fiscal

20. Chifu Agritech Pvt. Ltd (Vegrow)

CIN: U52202TG2020PTC139550

Website: <https://www.vegrow.in/>

Platform or Core Product Name*: Vegrow

Founding Year: 2020

Background of Promoter(s)*: Professionals with academic credentials from IIT Madras and IIT Kharagpur followed by work experience with ITC, leading startups such as Agrostar, Urban Clap and top technology firms.

Genesis / Origin of the Company*: Founded by four IITians Praneeth Kumar, Shobhit Jain, Mrudhukar Batchu, and Kiran Naik, Vegrow seeks to improve farming, make the supply chain more efficient and help farmers achieve income stability. The founders all have varying experiences in the Agri sector. While Kumar and Jain started their careers at ITC's agribusiness division, Batchu and Naik were directly involved in farming. The company works with small-hold farmers on a profit-sharing model and aids them across the various stages of the farming cycle using technology.

Key Value Propositions*: Vegrow is a tech platform partnering with farmers, aggregating supply and selling to organized demand through partnership. Vegrow simplifies farming and increases the land utilization for farmers. It simplifies farming by:

- (i) **Personalized Advisory:** Based on the soil, water, weather, stage of the crop and target markets, the experts provide personalised advisory services to influence yield and grade mix.
- (ii) **Farmgate Services:** Vegrow enables farmers to sell the produce at the farmgate. It provides grading, packaging, logistics and sales as a service.
- (iii) **Access to Customers:** Maximise value for produce by finding right customers across segments up in the value chain for different grades of the produce.
- (iv) **Payment Guarantee:** Farmers not only realise fair value but also get 100% payment guaranteed with the option to avail farm gate payments from Vegrow.

Main Business Model(s)*: Full stack Agri-tech Platform for end-to-end supply chain management of fresh produce

Reasons for Business Success / Growth*: The company's technology platform provides features and services for farm discovery, product quality profiling, market intelligence while enabling matchmaking between farm-level inventory and customer requirements. The positive unit margins generated by Vegrow platform has demonstrated the benefits of using technology-oriented approach to standardize quality, minimize inventory and retain farmers.

Key Equity Investors*: Matrix Partners India, Better Capital, Ankur Capital, AngelList and Titan Capital

Key Offerings*: Vegrow is a tech platform partnering with farmers for better production, aggregating supply and selling produce to organised demand through partnerships. It provides personalized crop production advisory, supply chain management services, marketing services for different grades of fresh produce and payment assurance.

Focal Customer Segments*: B2B buyers of fresh produce such as retailers, HORECA, modern retail and e-commerce players

Focal Commodities / Product Categories*: Fruits and vegetables

Dominant Form of Sale*: Bulk

Top 3 Commodities / Product Categories*: Fruits and vegetables

Top 5 Products: Sweet lime; Pomegranate; Apple; Capsicum; Orange

Revenue Streams: Sale of fresh produce procured from farmers and sold to B2B buyers

Geographical Outreach: India

Sourcing Model*: Directly from Farmers

Key Sourcing Geographies*: Telangana and Karnataka

Offices*:

- (i) 8-5-119/5, Mallikarjuna Colony, Road No 3, Old Bowen Pally, Kukatpally, Hyderabad, Telangana 500011
- (ii) #13, 15th cross, 14th Main road, 4th Sector HSR Layout, Bengaluru, Karnataka 560102

Annual Revenues* (INR Crore): - 11.8 (FY 2020-21)

Net Worth* (INR Crore): 13.7 (FY 2020-21)

21. Fraazo (VnF Ideas Pvt. Ltd.)

CIN: U15130MH2018PTC307323

Website: <https://fraazo.com/>

Platform or Core Product Name*: Fraazo

Founding Year: 2018

Background of Promoter(s)*: Professionals with academic credentials from IIT and IIM followed by work experience with start-ups and top Indian corporates

Genesis / Origin of the Company*: During the birth of second child Atul Kumar came across the challenge of sourcing hygienic and farm fresh vegetables and fruits for his family. He said, after careful consideration and deliberation with his fellow co-founders, Vikas Dosala, Sumit Rai, and Aashish Krishnatre, they figured the traditional mandi system was archaic, and was giving way to newer models after the abolishment of the APMC act. This led them to start Fraazo in 2016. Fraazo follows a farm-to-fork model where it owns the entire back-end supply chain starting with farmers. It was originally launched with a model where it helped hotels and restaurants to procure fresh produce online with a data-driven inventory and replenishment platform. It also catered to retail consumers through its stores operating under the brand "Fraazo". In order to get further scale and grow, Fraazo in 2018 became a part of the retail brand of VnF Ideas Private Limited, one of Mumbai's leading agritech players providing farm-fresh vegetables and fruits to retail consumers and businesses.

Profile of Top Management*: Promoters with academic credentials from top institutes like (IIT) and Entrepreneurship experience

Key Value Propositions*: Through a network of micro-fulfilment stores, Fraazo delivers farm-fresh vegetables, fruits, food essentials and high-selling grocery items to consumers in a short time, enabling it to compete with quick-commerce players. Fraazo claims to source directly from farmers to get high quality fresh produce, which is then delivered to consumers. With help of its recent fundraise, Fraazo aims to create a network of more than 500 dark stores across 15 major cities to serve customer faster.

Main Business Model(s)*: Full Stack D2C Agri-Commerce Platform for Farm-to-Fork quick delivery of fresh produce and food essentials including dairy

Reasons for Business Success / Growth*: Real-time tracking from farm to doorstep, route optimisation, and load factor analysis are important technological facets of Fraazo's business. The major success factors for Fraazo has been its transition from B2B to D2C platform model which has enabled it to derive higher value from its envisioned farm-to-fork model and helping it build strong customer loyalty.

Key Equity Investors*: WestBridge Capital, Sixth Sense Ventures, Exponentially I Mobily LLP, Nabventures, Equanimity Ventures, Apar Group

Focal Customer Segments*: End-consumers in targeted metros and Tier-1 cities

Focal Commodities / Product Categories*: Fresh produce and other food essentials

Dominant Form of Sale*: Fraazo and Third-Party Brands

Top 3 Commodities / Product Categories*: F & V, Dairy and Food Essentials

Revenue Streams: Sale of fresh produce and food products to end-consumers

Geographical Outreach: 15 metros and Tier-1 cities of India

Sourcing Model*: Directly from Farmers and through aggregators / traders

Offices*: 102, WeWork Vijay Diamond, A3 & B2, Cross Road B, MIDC, Andheri (East), Mumbai, Mumbai City, Maharashtra.

Major Stakeholders*: Farmers and End-Consumers

Key Contact Details: Email: support@fraazo.com; Phone No.: +91 9152291522

Annual Revenues* (INR Crore): 15.7 (2019-20)

Net Worth* (INR Crore): 250-300 after the recent fundraise in 2021

22. Ecozen Solutions Private Limited

CIN: U93090MH2010PTC209218

Website: <https://www.ecozensolutions.com/>

Platform or Core Product Name*: EcoFrost, EcoTron & Eco-Connect

Founding Year: 2010

Background of Promoter(s)*: Promoters with academic credentials from IIT Kharagpur and work experience in technology research

Genesis / Origin of the Company*: Ecozen Solutions was started with a vision to disrupt the way perishables are handled across the value chain, with clean and innovative technology in the form of solar-based micro cold storages.

Key Value Propositions*: Through advancements in data analytics, renewable energy and food technology, Ecozen is supporting the development and effective functioning of integrated value chains for agri-commodities especially perishables. This is made possible through better irrigation solutions, managing produce, and also connecting farmers with suitable markets.

Main Business Model(s)*: Full stack agritech platform with focus on efficient and sustainable logistics (storage and transportation) of perishables

Reasons for Business Success / Growth*: Ecozen is a technology-first company with truly innovative products especially for solar-based micro cold storages for stocking of fresh produce near farmgate. It has further moved into transportation and marketing of fresh produce which ensures minimization of wastage and deterioration of quality.

Key Equity Investors*: Caspian, GenNext Ventures, Omnivore, Sathguru Catalyzer Advisors, Hivos

Key Offerings (Products / Services / Solutions) *:

- (i) Ecofrost is a portable solar powered cold room based on thermal energy storage, which can maintain low temperatures without any backup power.
- (ii) Ecotron, for irrigation pumps which complements the offerings in the solar/agri-solutions space and are a major market shareholder. Through IOT, real-time data for Ecotron is captured to help monitor and provide predictive maintenance, thereby reducing the downtime.
- (iii) Eco Connect: A mobile and web-based platform that facilitates the transaction of produce, enabling farmers to connect with organised buyers and re-sellers to sell their commodities.

Focal Customer Segments*: Farmers, Farmer Collectives, Development Agencies and B2B buyers of fresh produce

Dominant Form of Sale*: Bulk

Revenue Streams: Sale of Cleantech products (EcoFrost & EcoTron), Sale of fresh produce (F&V, floriculture produce) to B2B buyers through Eco-Connect platform

Geographical Outreach: India, Kenya

Salient Institutional Buyers for Agri-Food*: Retailers, HORECA, traders

Sourcing Model*: Directly from farmers

Key Sourcing Geographies*: Maharashtra, Telangana, Chhattisgarh, Delhi, Haryana, Himachal Pradesh

Offices*:

- (i) Survey No. 134/1, 134/2, 130/3, Dehu Road, Katraj Bypass, Tathawade, Pune - 411 033, Maharashtra, India
- (ii) VIP Road, Ajuba Park Campus, Near Hotel Grand Neelam, Raipur – 492 006, Chattisgarh, India

Major Stakeholders* -: Farmers, Technology Resellers, Farm equipment suppliers, B2B buyers of fresh produce

Key Contact Details: Email id: info@ecozensolutions.com

Annual Revenues* (INR Crore): 61 (FY 2020-21)

Net Worth* (INR Crore): 47 (FY 2020-21)

Debt / Credit Arrangements* - as on Date:

- (i) Samunnati Financial Intermediation & Services Private Limited – INR 5.5 Cr.
- (ii) Maanaveeya Development & Finance Private Limited – INR 2.9 Cr.
- (iii) Northern Arc Capital Limited – INR 12 Cr.
- (iv) Ckers Finance Private Limited – INR 2.25 Cr.