Full stack B2B platform for Agri Business
Executive Summary

WHAT DO WE SOLVE?

100 Million
Improving farmers’ livelihood through better ACCESS to 360 degree agri value chain services

$350 Billion
Driving TRANSPARENCY for Agri Business industry through direct farmers connect

Digitization of Last mile network
EFFICIENCY in the broken supply chain

HOW DO WE SOLVE?

Mobile based technology to connect farmers in India to best agricultural input, advisory, finance & market

WHERE WE ARE

1000+
Agribusinesses on common Platform - Agri-input sellers and bulk output buyers, Financial institution, Warehousing companies

0.7 mn+
Active Farmers network

4,500+
Network of last mile rural agents & targeting 7,000 + by 2022
Pain Points: Farmers & Agri Businesses

- **Farmers**
  - Poor access to agri value chain services
  - Poor yield of Crops & Income
  - Multiple channels & layers for various services
  - Relying upon Local Lenders

- **Agri Businesses**
  - Lack of transparency & no access to farmers
  - <12% farmers have access to credit & insurance
  - Not having direct access to farmers
  - Higher cost of Agri Inputs
  - Input market belongs to local & spurious brands
  - 40% post harvest loss for bulk buyers

- **DeHaat Seeds to Market**
  - 35%
DeHaat - Full stack platform

- Direct access to farmers
- Access to 3000+ quality products at right time, along with recommendations on best practices
- 8-12% input cost savings
- Up to 15% increment in farm productivity
- Access to complementary financial services
- Access to 500+ bulk buyers
- 5-8% better price discovery & fair weighing & payment terms
- Transparent distribution network
- 10-20% reduction in stock return
- Access to farm intelligence & farmers' network for financial services
- Up to 10% reduction in post harvest losses
- Customized supply chain with zero fixed cost

360 degree agri services
Delivery mechanism – Data led last mile for the AgriBusiness

1. Agri Inputs (Seed, Fertilizers, Pesticides)
2. Market linkage of farm produce
3. Farm implements
4. Credit & Insurance
5. Cattle feed

1. Each DeHaat agent caters 3-5 km radius
2. Earns INR 12K - 20K per month

#Last mile delivery of Agri services in less than 24 hours

Farmers
- Acquisition cost INR 100 per year (<USD 2)
- DeHaat app / Toll free

Last mile agents / Micro-entrepreneurs
- Retailers/ Aggregators/ FPOs
- Exclusive branded network
- TAT of order fulfillment < 24 hrs
- 3-5 km catchment area

Node (Smallest Business Unit)
- Regional inventory point
- Catchment area of 100-120 Km

1. Each Node caters 100 km radius & 80 DeHaat agents
2. Targets 30 K farmers’ households

Acquiring network of 20 mn farmers & 35,000+ last mile service providers by 2026
Revenue Streams & value propositions to agribusinesses

70%
Market linkage of Farm Produce

- FMCG Players, MT & e-Com, Traders, Processors (~1000+ buyers currently active)
- Building transparent & efficient aggregation model w/o price & inventory risk
- Reduction in post harvest loss ~10-15%
- Scope of customized grading, packaging & full traceability
- What’s New? - Value added services - Warehousing, Financing, Packaging, Export

29%
Sale of Agri Input

- All input manufacturers (Domestic + MNCs)
- Listed 4000+ products from 150+ input companies
- Transparent pricing & distribution network
- Reducing stock return to supplier by ~20%
- What’s new? - Private label, Bundling credit & Insurance

1%
Leveraging Farmers’ network & data

- Banks, Insurance companies, All Agribusinesses
- Lead generation & deployment for financial services with input-output
- Data driven insights to agri stakeholders
- Building traceability & sustainability for partners
Farmer App
• Better price discovery
• Fair weighing & payments
• Easy access to market
• Warehousing & financing

Elimination of intermediaries
• Scope of customization, Storage + Financing
• Last mile traceability
• Reduction in Post harvest loss

Active bulk & institutional buyers listed
1000+

Monthly run rate to grow from INR 110 Cr to INR 400 Cr

Realtime yield estimation & market insights for buyers for traceability

Value addition (Packaging / Processing) for margin expansion

1500MT
Per day linkage

1050+ listed & active institutional buyers

Next 180 days targets (June’22)

32
Agri commodity Staple/F&V/Pulses

Pan India
Market presence

Numbers at a glance
Farmer App

- Better price discovery
- Cost saving – 8-12%
- Quality & timing assurance

Brands
- 100+
- 8k+

Orders per day PAN India Institutional tie ups

DeHaat MEs

- Private / White label products for higher margin
- Bundling Input with financing & insurance
- Adding categories like Cattle feed, Sprayers/Hardware
- Monthly run rate to grow from INR 30 Cr to INR 100 Cr
- Launch of crop based product kit for farmers
- SaaS based product for agri input companies

Numbers at a glance

- 100+ Brands
- 2K+ SKUs
- 8k+ Orders per day
- 7 states PAN India Institutional tie ups

Next 180 days targets (June’22)

Value Propositions:

- Transparent distribution network
- Farmers’ feedback
- 15-120% reduction in stock return

- Scan the Last mile visibility

Value Propositions:

- Better price discovery
- Cost saving – 8-12%
- Quality & timing assurance
Network & Data based services

- **Input financing for MEs**
  - Reducing WC cycle 2% extra markup
  - Inventory financing through 3rd party

- **Input financing for Farmers**
  - Building farmers data stack
  - Financing to buy agri input

- **Bundling Insurance with Agri input**
  - Bundling various products like germination, weather based insurance with input purchase

- **Agri produce financing**

- **Warehouse receipt financing facilitation for the farmers and traders**

- **SaaS dashboard for input, output and financial service partners for transparency, traceability and business intelligence**

- **ME rating basis financing facilitation with 100% digital KYC**

- **Farmer financing with end to end traceability up to farm level**

- **Bundled Insurance as VAS for the farmers with QR based enrollment**

- **SaaS product for Agri business stakeholders**
  - Transparency
  - SaaS based revenue in longer run
<table>
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<tr>
<th>Current milestone</th>
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<tr>
<td><strong>6,93,000</strong> Farmers</td>
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<tr>
<td><strong>16,14,248</strong> Acres under management</td>
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<tr>
<td><strong>4496</strong> DeHaat Micro-entrepreneurs</td>
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<td><strong>1,700mt</strong> per day of produce</td>
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<tr>
<td><strong>10,320</strong> Agri input orders per day</td>
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<td><strong>3.2 million +</strong> Minutes/month of time spent for crop advisory</td>
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<td><strong>USD 270 mn</strong> ARR</td>
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Technology to bring transparency in Agri value chain

**Farmers**
- Call centre CRM, App based query resolution, Ordering & advisory

**Franchise Micro Entrepreneur**
- Demand aggregation, Credit limit, Rating, Delivery status

**Nodes/Warehouse**
- Inventory & warehouse management, Payment status, Pending orders

**Agri Input companies/Output buyers/Banks**
- Insights from last mile, Demand portal, Pricing, Order status
Building last mile “Data Stack” for AgriBusiness

Access to Agri input close to farm gate

Farm produce aggregation

Credit & Insurance

Aggregating last mile of agri value chain

AI/ML Based customized crop advisory
Technology to bring Transparency & Efficiency in Agri value chain

**Farm Digitization**
- AI based satellite analysis over farms to detect crop health, crop cycles, farm stress at every 10 days

**Farmer App & Community**
- Farmer app, IVRS – farmer diary, pest detection, community forum & inputs discovery

**Business App for rural agents**
- Single stage app for micro-entrepreneurs (MEs): Demand aggregation, Credit limit, Ledger maintenance, Farmer registration, Rating, Delivery status and output procurement

**Extension Field Executive**
- App for field agents for physical capacity building, sample surveys and lead farmer identification

**Customized crop advisory : CRM**
- CRM solution operated by Agronomist for farmer ticket resolution supported by Agronomy data of 32+ crops

**Supply Chain management**
- App for procurement & sales executive to view ME profiles and build local business relationship

**Predictive Business Intelligence**
- Crop Intelligence
- Network Intelligence
- Farm Analytics: Check Individual Farm Health and risk

**SaaS for Input Business**
- Transparency, traceability and business intelligence in real time

**Auction platform Output Biz**
- Crop Purchase intent capturing, supply discovery, warehousing, transport & finance facilitation

**Financial Services**
- Farm risk profiling, application sourcing & portfolio management
1,000+ Players
Full Stack B2B Agri Marketplace
Awards & Recognition

Tech 25 in year 2020 & best impact startup of the year 2019

Runners up at TSEC-IIM C in 2014

Winner of Mobile 4 Good- 2015

Featured by YS as “Start up of the month”

Forbes 30 under 30 in 2014

Best AgTech startup for FPO -2019

2nd Best AgriTech Startup of Asia during Rabo SustainableAg Challenge, Singapore

Ashoka Fellow in 2013

Featured amongst 20 top social business in 2013

Incubated for 6 months at Santa Clara University
Thank You