



# SMART AGRI ERP

**Making Farming a Smart Business**



# The Operating System for India's Agricultural Future



## The Problem

Over 10 crore farming households face low profitability and market uncertainty due to unstructured operations. The current agri-tech landscape is a patchwork of single-purpose apps, not a holistic solution.



## Our Solution

A unified platform combining a Farm ERP, integrated Marketplaces (F2F, F2B, B2F, F2C), and an ecosystem of essential financial and advisory tools.



## Traction

The Minimum Viable Product (MVP) is 80% complete, with comprehensive testing for function and security scheduled for **early 2026** and a full commercial launch planned for **Q2 2026**.



## Business Model

A diversified revenue model built on SaaS subscriptions, marketplace commissions, and targeted advertising.



## The Ask

Seeking ₹1 Crore to scale our user base to 25,000+ paying farmers and 2,000+ traders within 18 months.



## The Ask

Seeking ₹1 Crore to scale our user base to 25,000+ paying farmers and 2,000+ traders within 18 months.



# The livelihoods of over 100 million Indian families are at risk.

The majority of India's farming families, the backbone of our economy, face a persistent struggle for stability and growth.



## Low Profitability

Squeezed margins and irregular cash flow make farming a financially precarious occupation.



## High Volatility

Constant exposure to unpredictable markets and weather patterns creates systemic uncertainty.



## Lack of Respectability

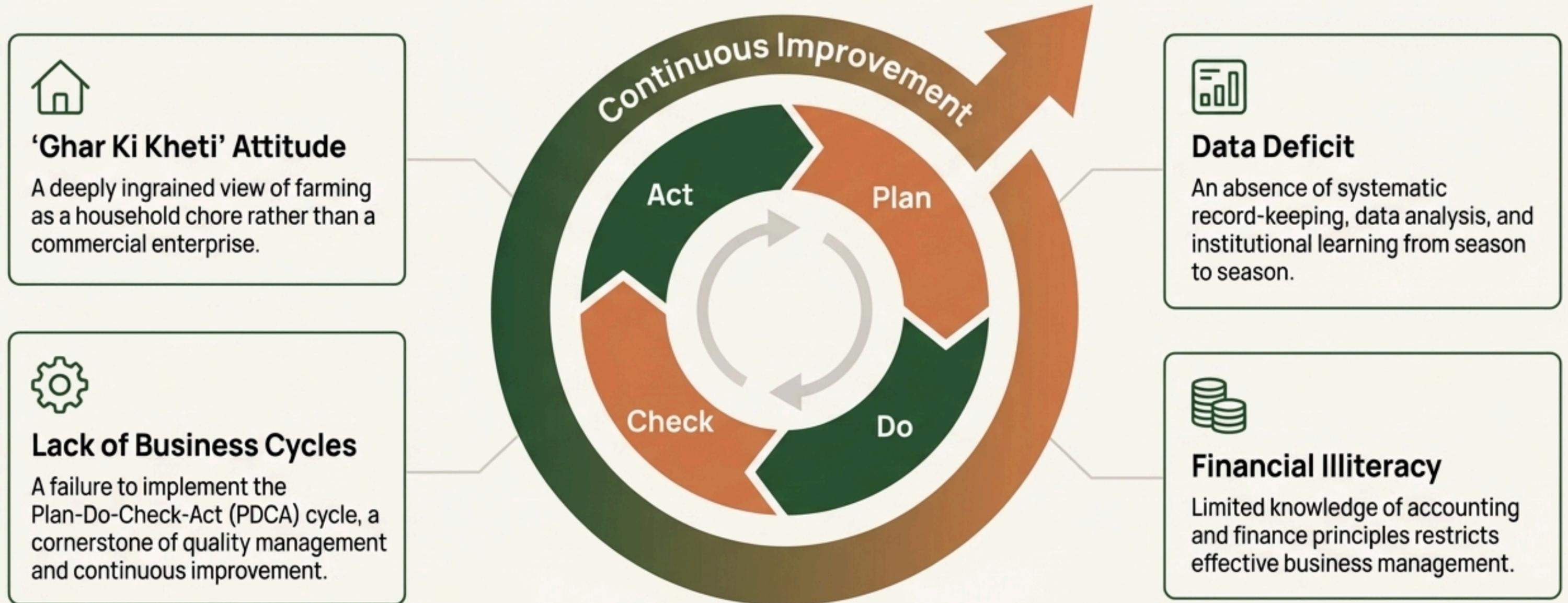
The profession is often viewed as a legacy, not a modern business, hindering its potential and discouraging the next generation.



More than **10 Crore** Indian families depend on farming.

# Farming is treated as a way of life, not a modern business.

The primary obstacle is a traditional mindset and the absence of fundamental business processes, leading to untapped potential and inefficiency.



# Existing Solutions – Patchworks of Tools, Not Unified Solutions

## Analysis of Existing Solutions

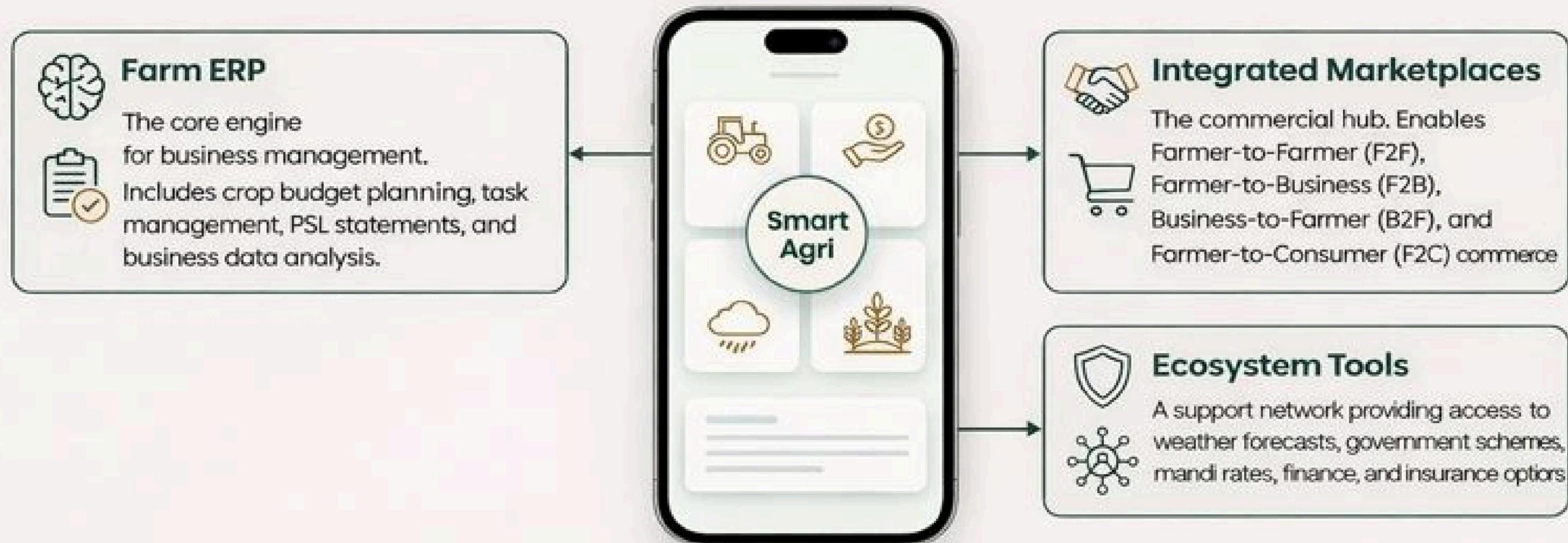
- A **multitude of apps** exist, but they are **fragmented**, addressing only single aspects like weather, market rates, or crop knowledge.
- There is **no single, affordable platform** that integrates planning, operations, cost control, sales, and support.



## The Opportunity

- A growing demographic of educated, tech-savvy young people (14-35 yrs) in farming families are ready to adopt structured digital tools.
- The Agri-ERP category is just emerging in India, offering significant first-mover advantage.

# Introducing Smart Agri ERP: The Operating System for Modern Farming



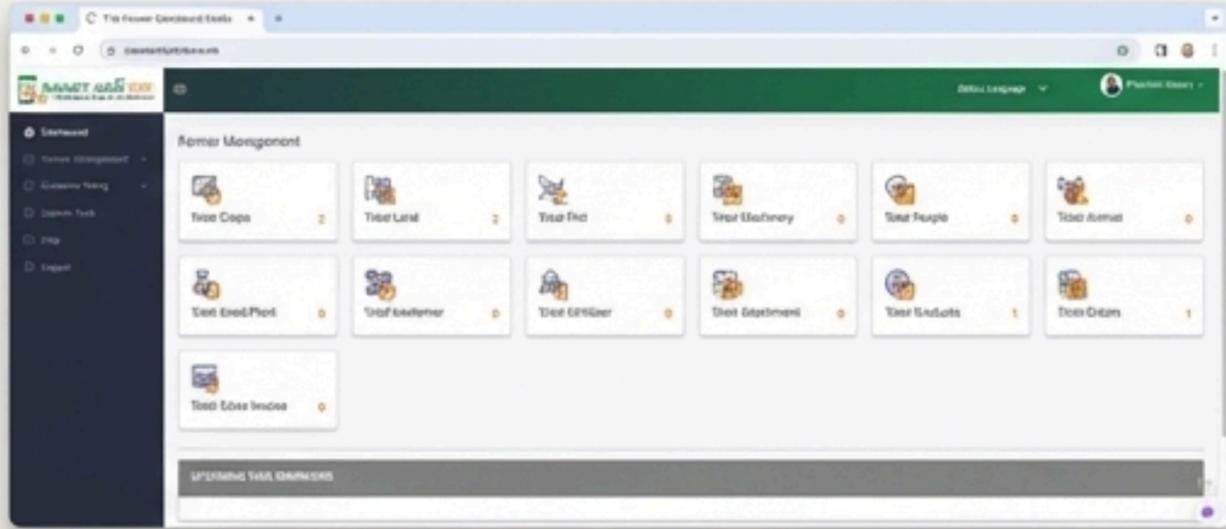
## Key Differentiator

We integrate the entire PDCA cycle, from resource planning to demand-supply aggregation, turning farming from a lifestyle into a data-driven enterprise.

## Future Vision

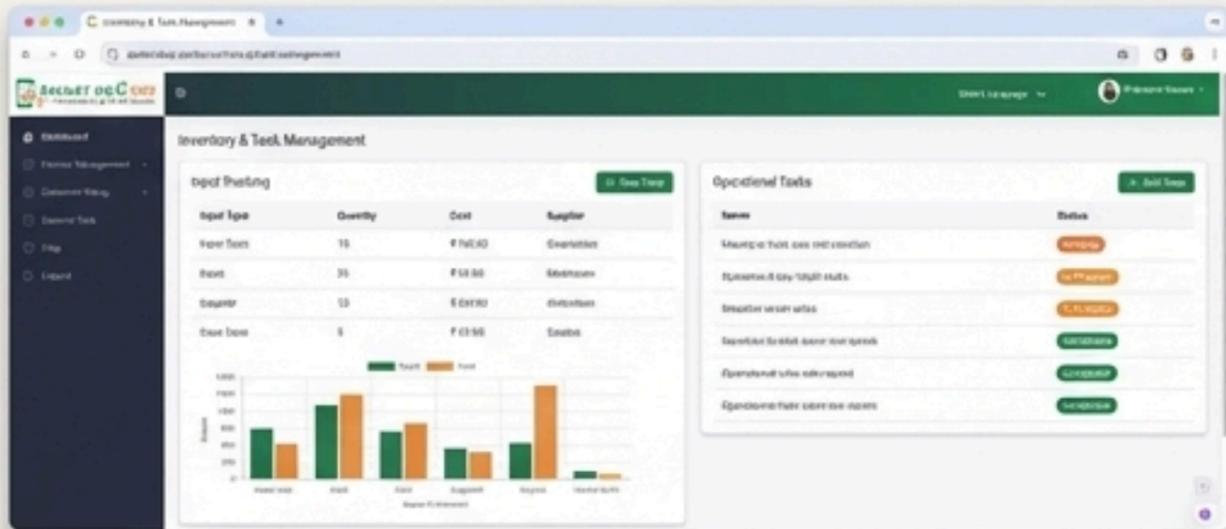
- Built with future integration for AI-driven advisory and IoT device monitoring.
- 🌐 Roadmap includes international expansion for global market penetration.

# From Guesswork to Data-Driven Decisions



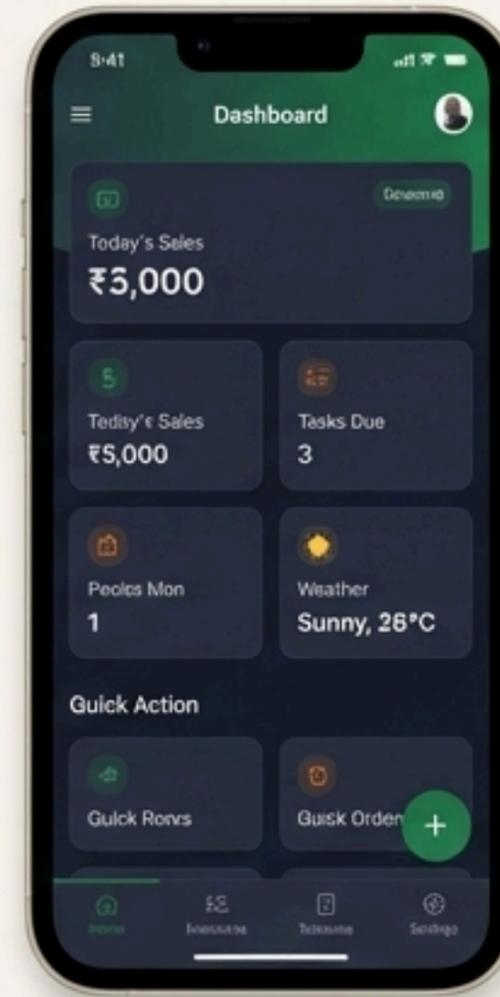
## The Farmer Dashboard (Web)

A complete overview of your farm's assets and operations at a glance, from crops and land to machinery and orders.



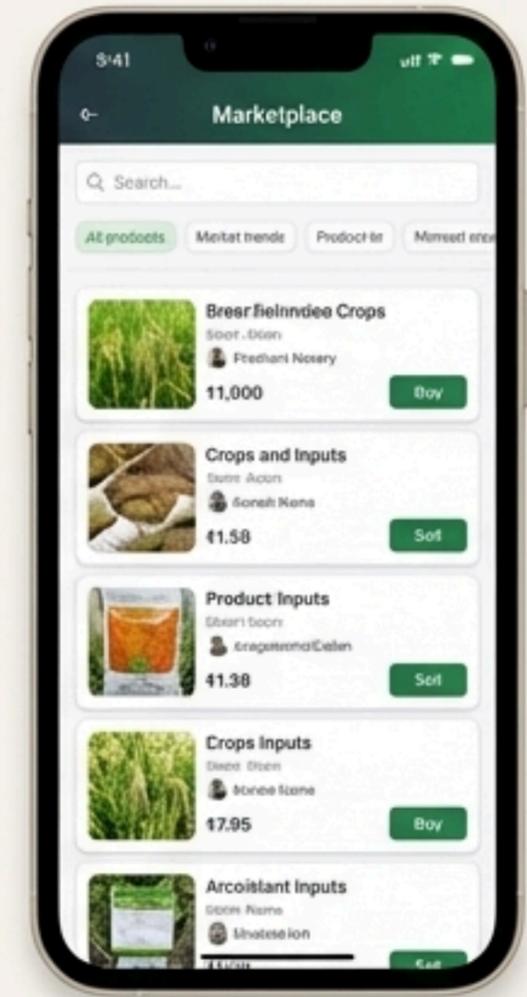
## Inventory & Task Management

Track every resource and manage daily tasks to ensure operational efficiency and cost control.



## Mobile Interface

Manage your entire farm on the go with an intuitive mobile interface designed for the field.



## Marketplace View

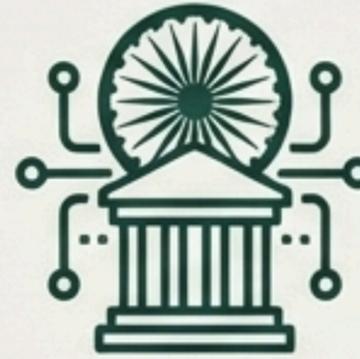
Access a vibrant marketplace to buy inputs at better prices and sell produce directly to buyers.

# The Market is Ready: A Convergence of Key Trends



## Rising Digital Adoption

A rapid increase in smartphone usage among farmers, particularly educated youth, has created a digitally native user base.



## Government Digital Push

Strong government initiatives towards the digitalisation of the agricultural sector are creating a favorable regulatory and infrastructure environment.



## Emerging Category

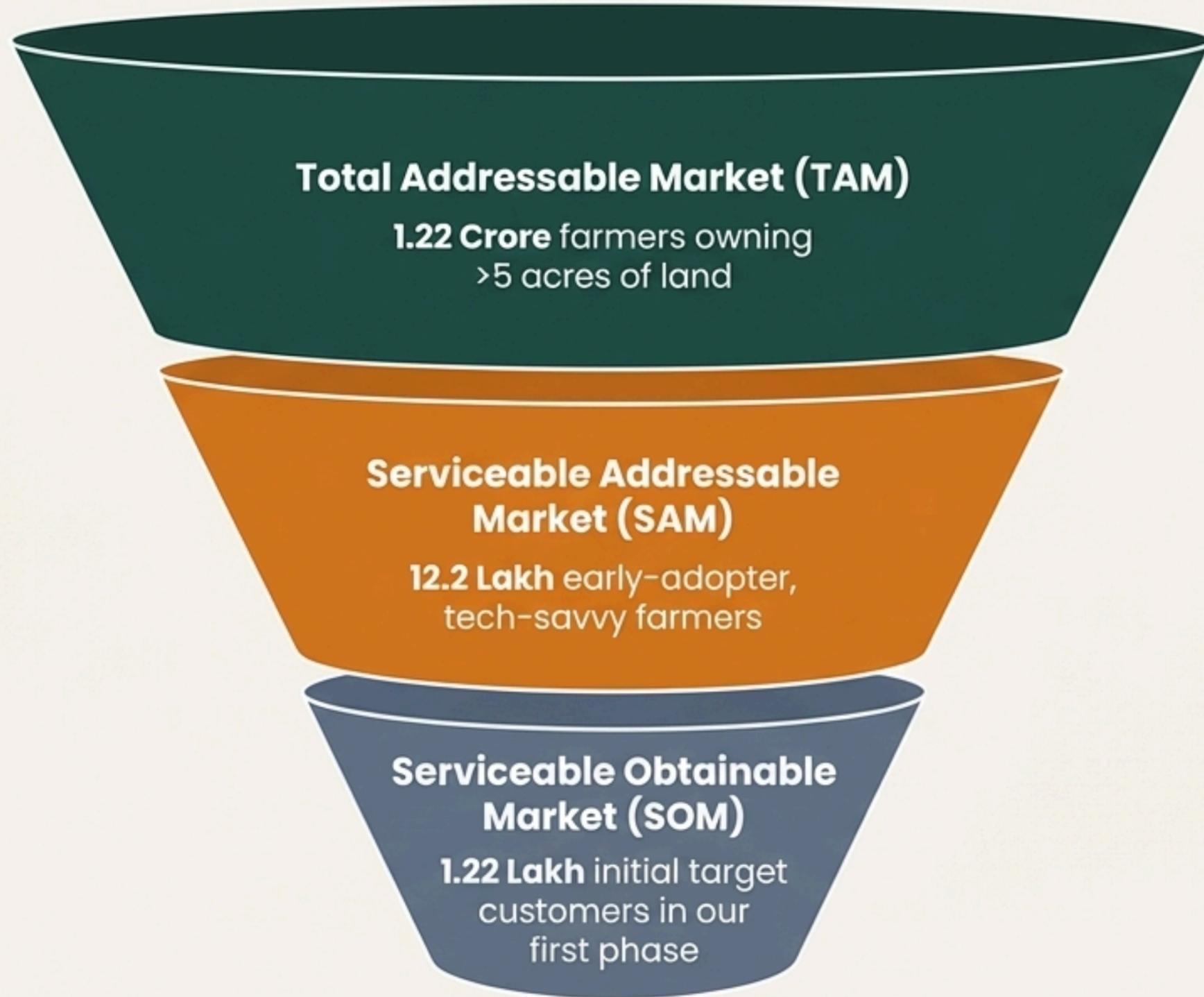
Agri-ERP is now a recognised and emerging software category, validating the core need and educating the market.



## Affordability Gap

Competitors exist, but none offer a comprehensive, full-stack solution at a price point accessible to the average Indian farmer.

# A Multi-Billion Rupee Opportunity in Plain Sight

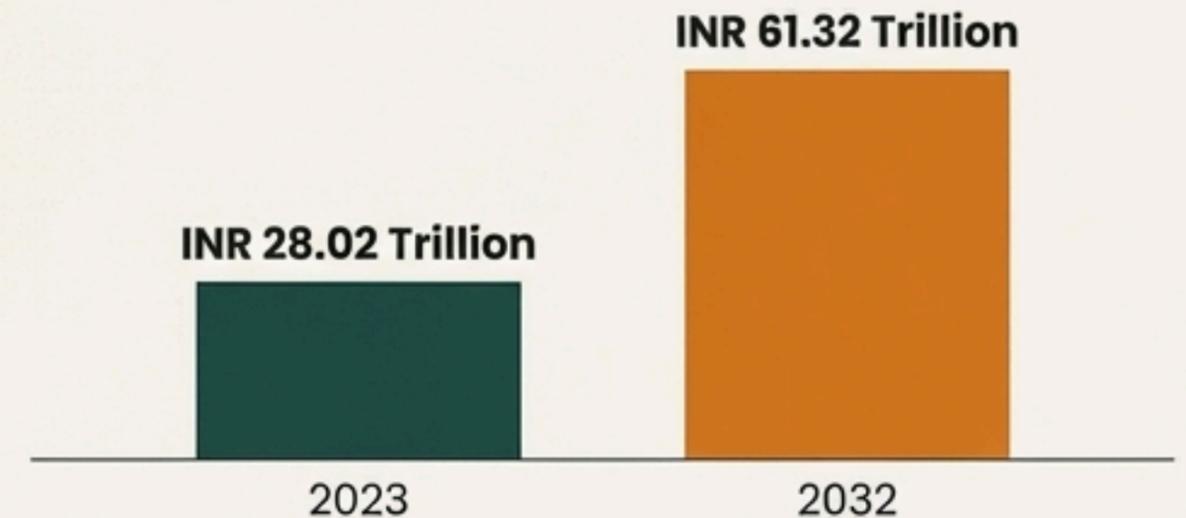


## Secondary Market Opportunity



## Indian Food Processing Market Growth

Market forecast to grow at a CAGR of 9.1%



# Three Engines of Sustainable Revenue

## Subscription Fees



### Recurring Revenue

An accessible, "Rupee-a-day" model to build a loyal user base.

- Farmers: ₹365 per year
- Traders & Suppliers: ₹730 per year

## Marketplace Fees



### Transactional Revenue

Monetizing the flow of goods and services through the platform.

- Commission charged per successful transaction.
- Escrow-based processing fees for secure trade.

## Advertising



### Platform Revenue

Leveraging our focused user base for high-value B2B marketing.

- Targeted promotional opportunities for input suppliers, equipment manufacturers, and agri-finance companies.

# Our Go-To-Market Blueprint: Building Trust at Scale

## Primary Strategy: Village Agent Network Model



### 1. Recruit

Recruit and train **200\*** rural youth as commission-based field partners and brand ambassadors.



### 2. Onboard

Agents provide personalised onboarding, user assistance, and hands-on training for farmers.



### 3. Trust

Build deep local community trust, creating a network effect that digital-only strategies cannot replicate.

## Supporting Channels



Partnerships with Farmer Producer Organisations (FPOs).



Tie-ups with established agricultural NGOs.



Conducting district-level seminars and workshops.

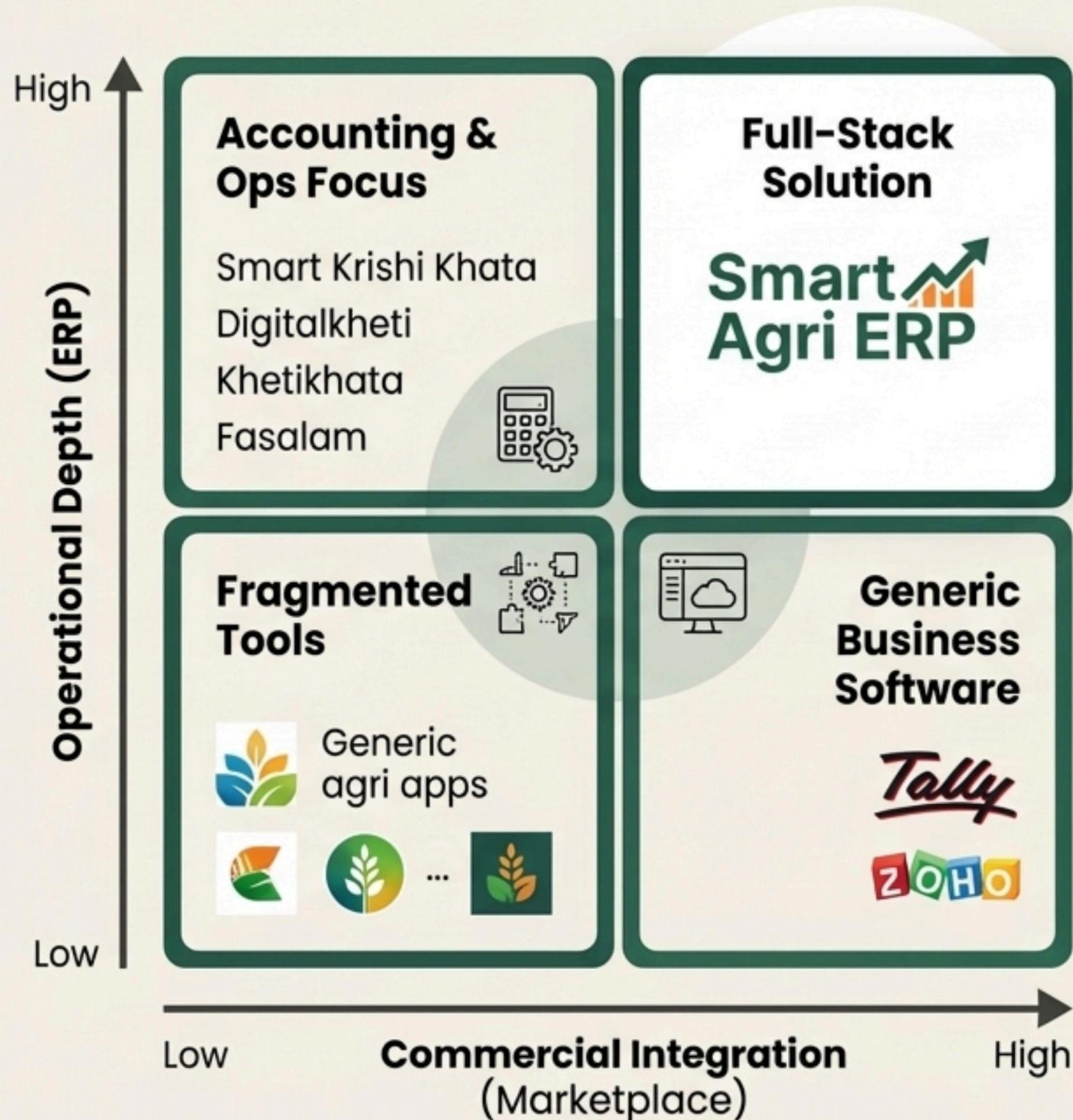


Digital onboarding and support via YouTube and WhatsApp in regional languages.

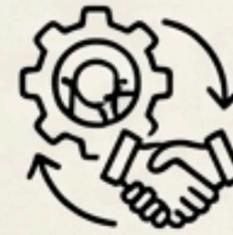
The app will also be available in regional languages.

\* Initially, we recruit **200\*** rural youth as commission-based field partners and brand ambassadors, with potential growth as our customer base expands.

# Our Unfair Advantage: The ERP + Marketplace Flywheel

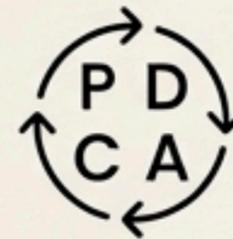


## Our Moat: What Makes Us Defensible



### 1. Full-Stack Integration

The only platform combining a deep operational ERP with a multi-sided commercial marketplace.



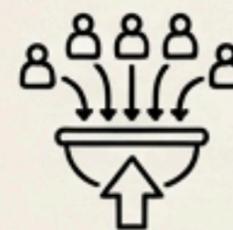
### 2. PDCA Cycle at the Core

Our entire system is built on a fundamental business improvement principle, driving real value.



### 3. Unique F2F Commerce

Enabling farmers to trade directly with each other creates a powerful, defensible network effect.



### 4. Demand-Supply Aggregation

Creating economies of scale for both buying inputs and selling outputs that strengthens with every user.

# Proven Progress, Clear Roadmap

## Traction to Date

 **Product Development:**  
80% of the core application is complete.

 **Beta Readiness:** On track for beta testing.

 **Product Development:**  
80% of the core application is complete.

 **Beta Readiness:** On track for beta testing.

## 12-Month Roadmap (Post-Funding Milestones)



## 24-Month Strategic Goals

 Expand services to all Indian states with regional language support

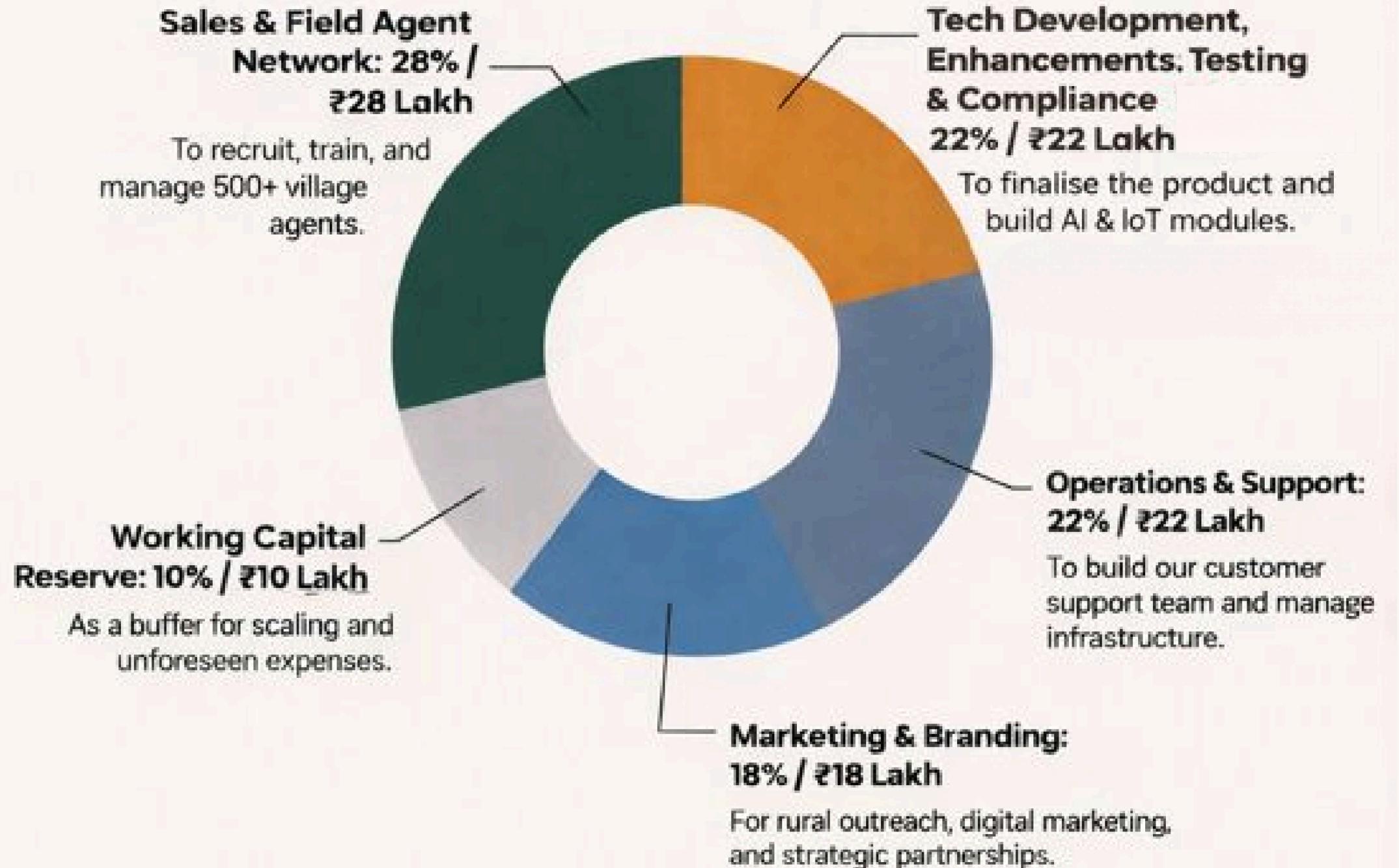
 Introduce AI-assisted advisory and IoT device integration

 Begin expansion into other South Asian and African markets

# We are seeking ₹1 Crore to Fuel Our Growth

**The Ask:** A seed investment of ₹1 Crore.

Capital will be strategically allocated to accelerate growth and market penetration.



# The Return: How ₹1 Crore Translates into Market Leadership

Key Outcomes of this Investment (over 18-22 months):



**25,000+**

Paid farmer subscriptions



**2,000+**

Paying traders and suppliers  
on the marketplace



**>1 Million**

Marketplace transaction volume



**₹2.8 – ₹3.5 Crore**

Annual Revenue Run Rate (ARR)



**17 – 19 Months**

To reach operational break-even

# The Team to Transform Indian Agriculture

**Our Vision:** "Farmers become smart businesspeople, second to none." | **Our Mission:** "Transform agriculture by empowering farmers with data, knowledge, and connections to enhance their prosperity."



**Sarita Nasery**

**Founder | B.E. (Chem)**

Actively involved in managing the family farm



**Prashant Nasery**

**Founder | B.E. (Mech),  
MBA**

38 years experience in Quality Management, Trainer & Consultant.



**Abhijeet Nasery**

**Founder Partner | B.E. (Mech), MBA**

10 years experience as a consultant.



**Abhishek Vaishnav**

**Marketing Partner | BSc,  
MA, LLB**

30 years experience in the farming and dairy industry.



**Alka Thakur**

**Technology Partner |  
MBA**

Founder & Director at OSK Consultant with 17 years of Marketing & Operations experience.