Maitri

Increasing Access to Agricultural Mechanisation for Farmers in India

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Problem

70% of small and marginal farmers, who own 85% of the land, have little or almost no access to agricultural mechanisation. During the time of a session, when farmers are most in need of farm-machine service, about 50% of these farmers do not receive quality service on time. This results in a productivity loss for farmers.

Market Opportunity

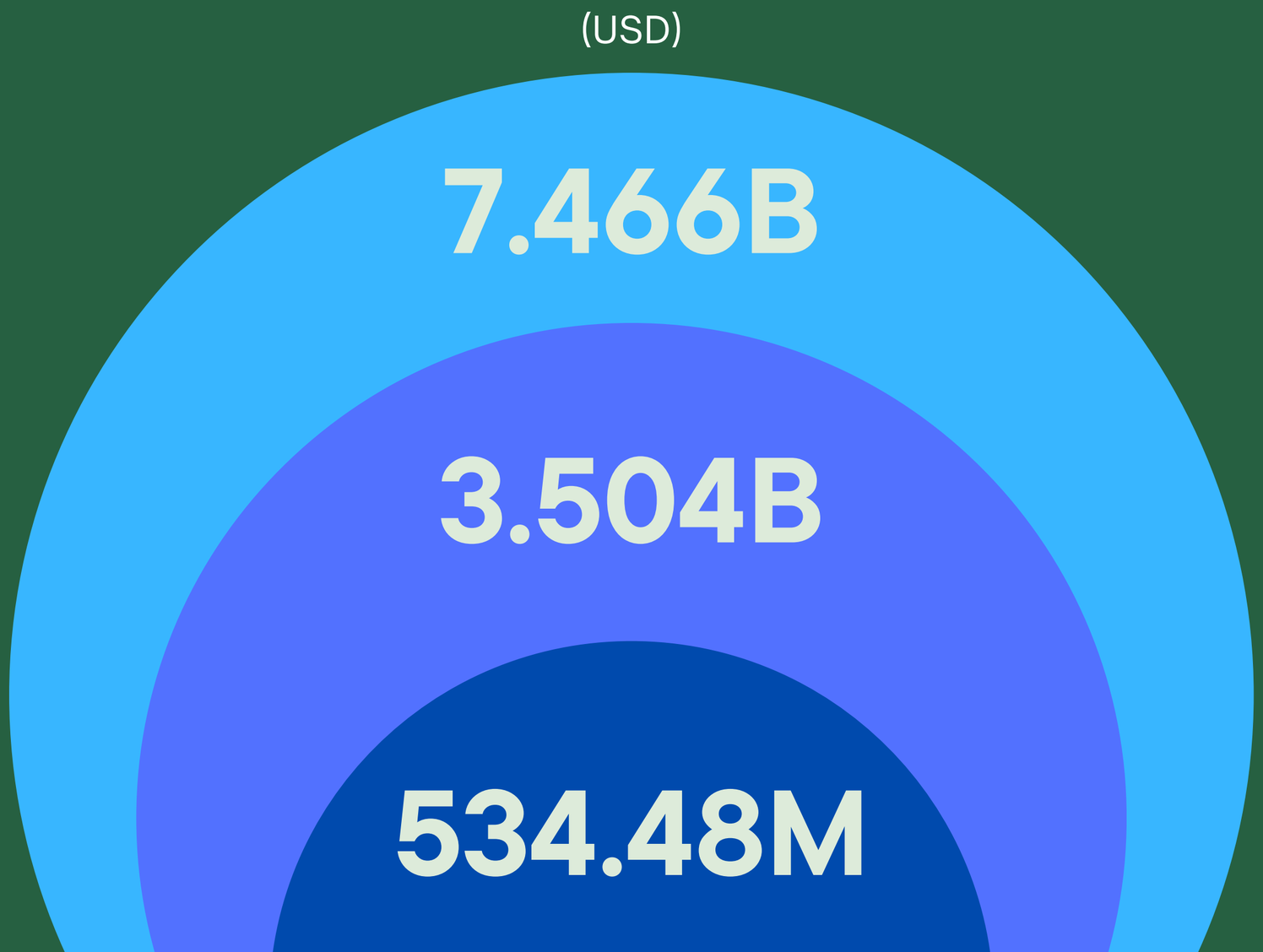
Small & Marginal Farmers

Own Tractors

9.1B USD Machinery Market

No Major Players in Machinery Rental space

Market Opportunity



TAM

Revenue from all Small & Marginal Farmers assuming an average rental of 60 USD per field (3 acre).

SAM

Revenue from all Small & Marginal Farmers in need of machinery assuming an average rental of 60 USD per field (3 acre).

SOM

Revenue from all Small & Marginal Farmers in need of machinery in Uttar Pradesh, Punjab, Haryana assuming an average rental of 60 USD per field (3 acre) with a market share of 40%.

Solution

Maitri is a one-stop solution for renting farming equipment on time in an efficient and optimal manner.

Renting Agricultural Machinery

- Provide equipment on a timely basis based on demand.
- End-to-end solution provided with staff and all required logistics

Tele-Support

- Weather in regional languages
- Govt. schemes in local languages
- Point of contact between farmers and representative.

Data-driven Optimisation

- Data-driven approach to optimising distribution of machinery in various clusters.
- Using algorithms to figure out where and when, how much equipment is to be placed at a hub centrally located from high-demand areas.

Competitors

High accessibility

Maitri

Krish-e
EXPERT TAKNEEK. NAYE UPAY. PARINAAM DIKHAYE.

FARMS

JFARM SERVICES

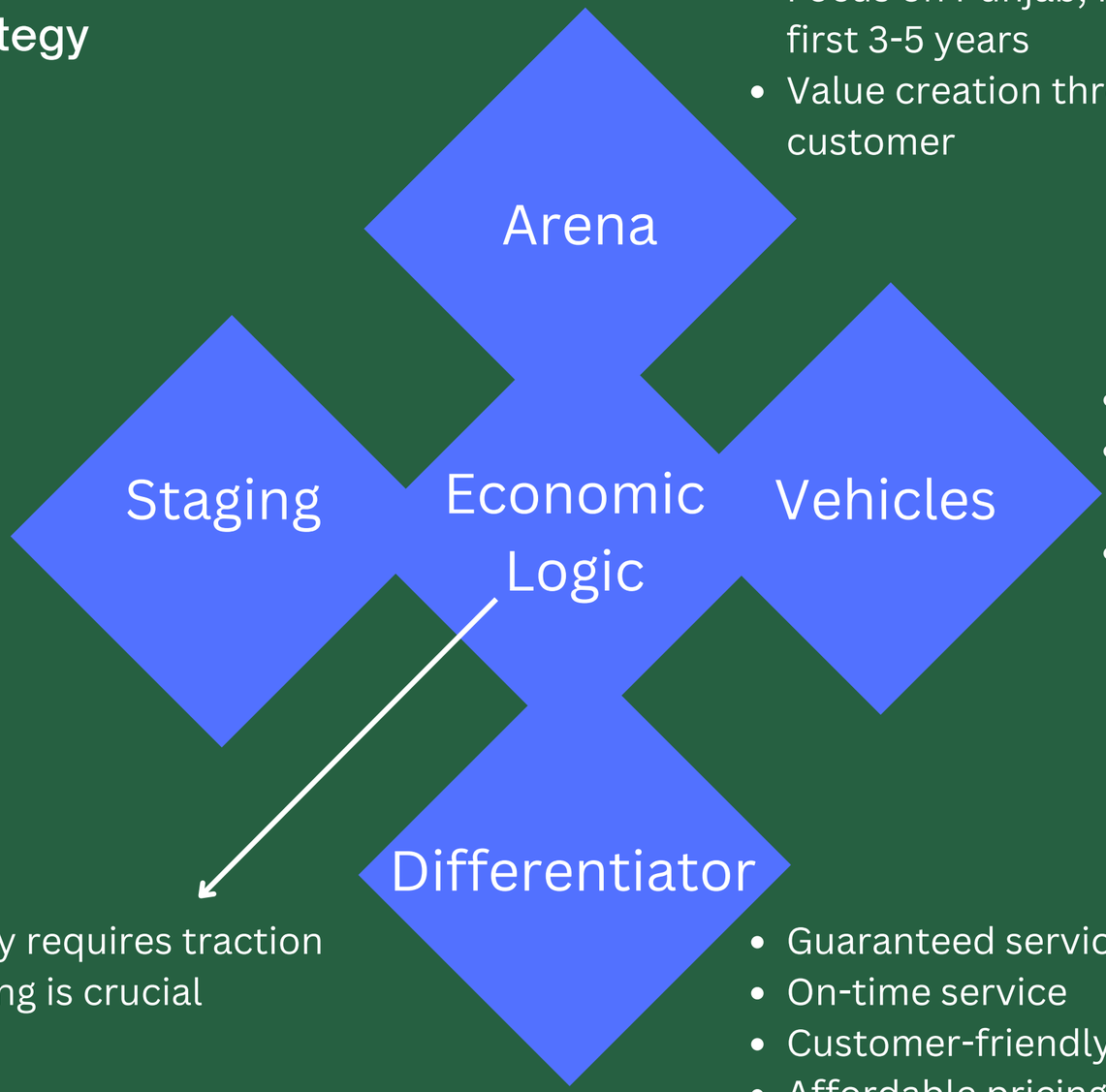
Easy to use

Hard to use

AGRO SOLUTIONS by SONALIKA
CUSTOM HIRING

Low accessibility

GTM Strategy



- Renting out tractors, harvesters, tillers etc.
- Focus on Punjab, Haryana, and UP for the first 3-5 years
- Value creation through engagement with customer

- Testing in Haryana
- Agile model
- Expand as per demand

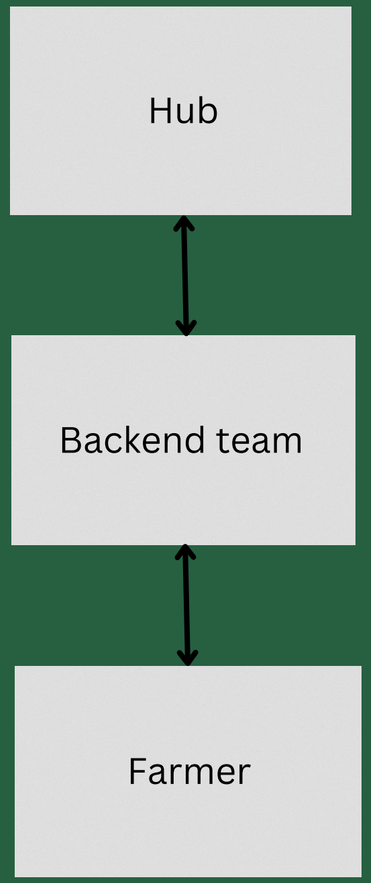
- Clustering model
- Data collection and optimisation of model
- Customer acquisition through surveying and a hotline

- Profitability requires traction
- Initial testing is crucial

- Guaranteed service & delivery
- On-time service
- Customer-friendly model
- Affordable pricing
- Data-driven optimisation of supply chain

Business model

Our revenue source is the total rent collected for all types of equipment rented to farmers at various places.
Each type of machinery will be rented at a different price.



	Quantity 1	Quantity 2
Rental price	x	y
No. of times rented	a	b

Service based revenue model

Total Rental = a*x + b*y

Business model

Assumptions are for a single unit of machinery and a single harvesting period			
Expenditure	**Year 1**	**Year 2**	**Year 3**
Cost of Machinery & Maintenance (INR)	800000	45000	45000
Harvesting Time Period (days)	30	30	30
Number of fields harvested in 1 day	10	10	10
Number of fields harvested in 1 period	300	300	300
Staff Cost per day (INR)	10000	10000	10000
Staff Cost per period (INR)	300000	300000	300000
Fuel required per field (L)	7	7	7
Fuel required per period (L)	2100	2100	2100
Fuel cost (INR)	210000	210000	210000
Total Expenditure	**1310000**	**555000**	**555000**
Revenue	**Year 1**	**Year 2**	**Year 3**
Average revenue per field (INR)	5000	5000	5000
Total revenue per period (INR)	**1500000**	**1500000**	**1500000**
Net Saving per year	**190000**	**945000**	**945000**

Profit for a single unit of machinery
In the year of investment: 1,90,000 INR
Consecutive operational years: 9,45,000 INR