
Awarded as Top 10 Most Innovative & High Potential Startup from the State of Telangana by  Microsoft

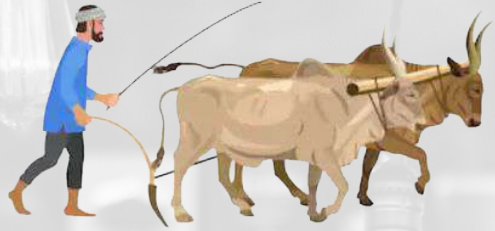


NaPanta (My Crop)

Smart Farming Platform for Farmer

Data Driven Decision Supporting System for Farmer

www.napanta.com



Our Vision & Mission

To uplift the incomes of 50 million Farmers across Globe by 2030.

By providing Digitized Agricultural Services with Omni Delivery Channels to reach, farmers for Optimum Profitability, with the help of IOT, Frugal and Motivated Team.



NaPanta is a **Smart Farming Platform** designed to assist farmers in vernacular language, right from soil preparation to market linkages **covering 360° agri ecosystem** to increase the **Farmer Productivity & Profitability**.



Supported by



Team



Naveen Kumar V
Founder & CEO
MBA, PGDB
EX ICICI, HDFC
Serial Entrepreneur



Mahendar S
COO
MBA
Ex PayTM, Ninjacart



Nagesh B
Ind Director
EX HDFC



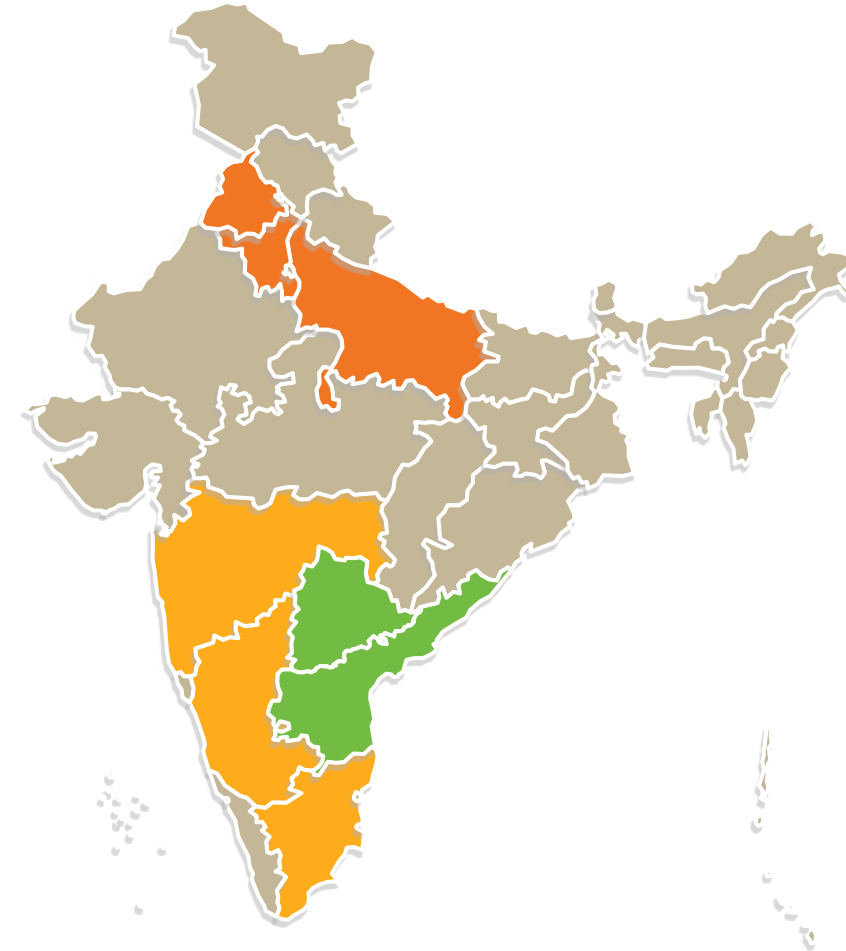
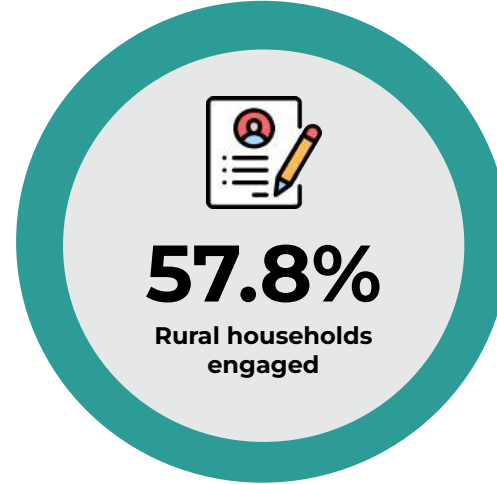
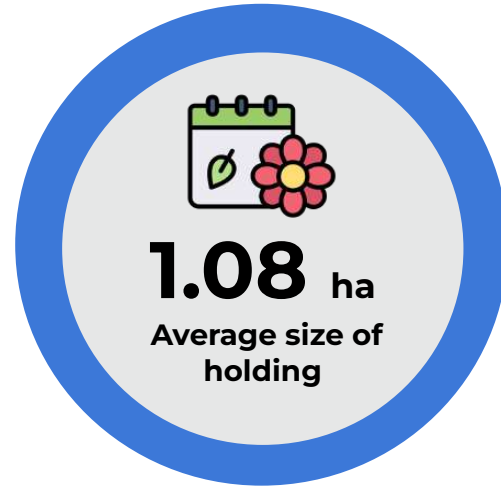
Subbaraju P
Global Co-Chair TIE
Cross Borders Labs



Mohanaiah P
Ex-CGM, AP
NABARD

Our Mentors

Indian Agricultural Opportunity





Key Challenges of Small Operating Holdings & Solution



High Vulnerability of Climate & Pest



Lack of Best Practices

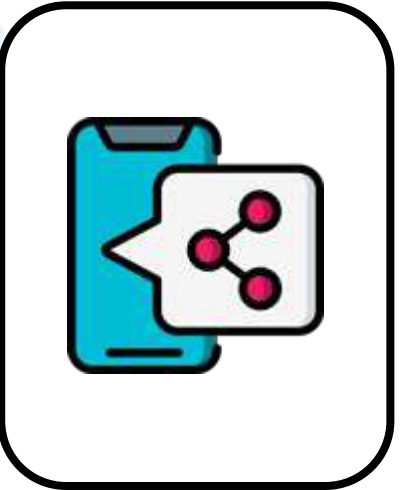


Limited Market Connect



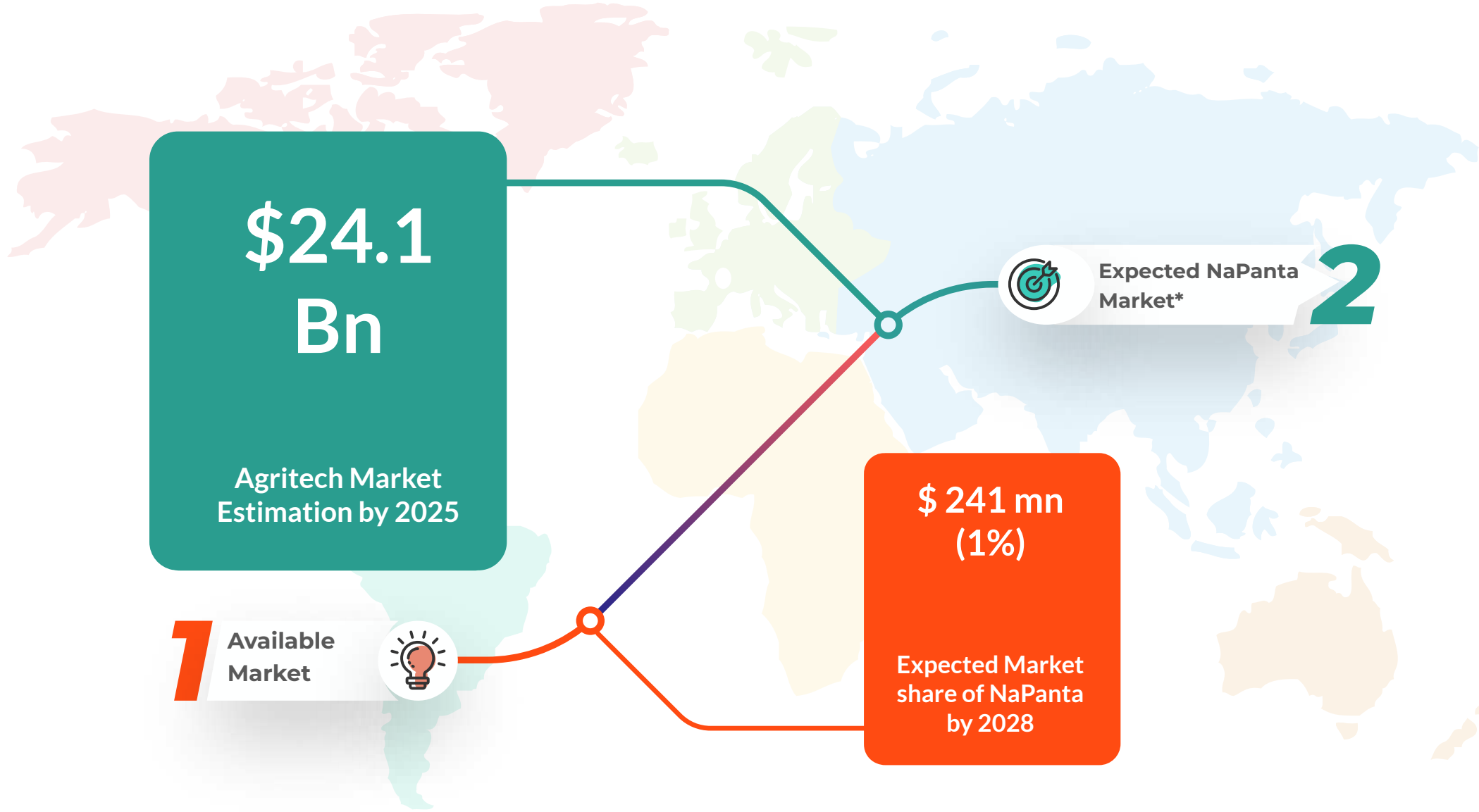
Decreasing Farm Profitability

Solution



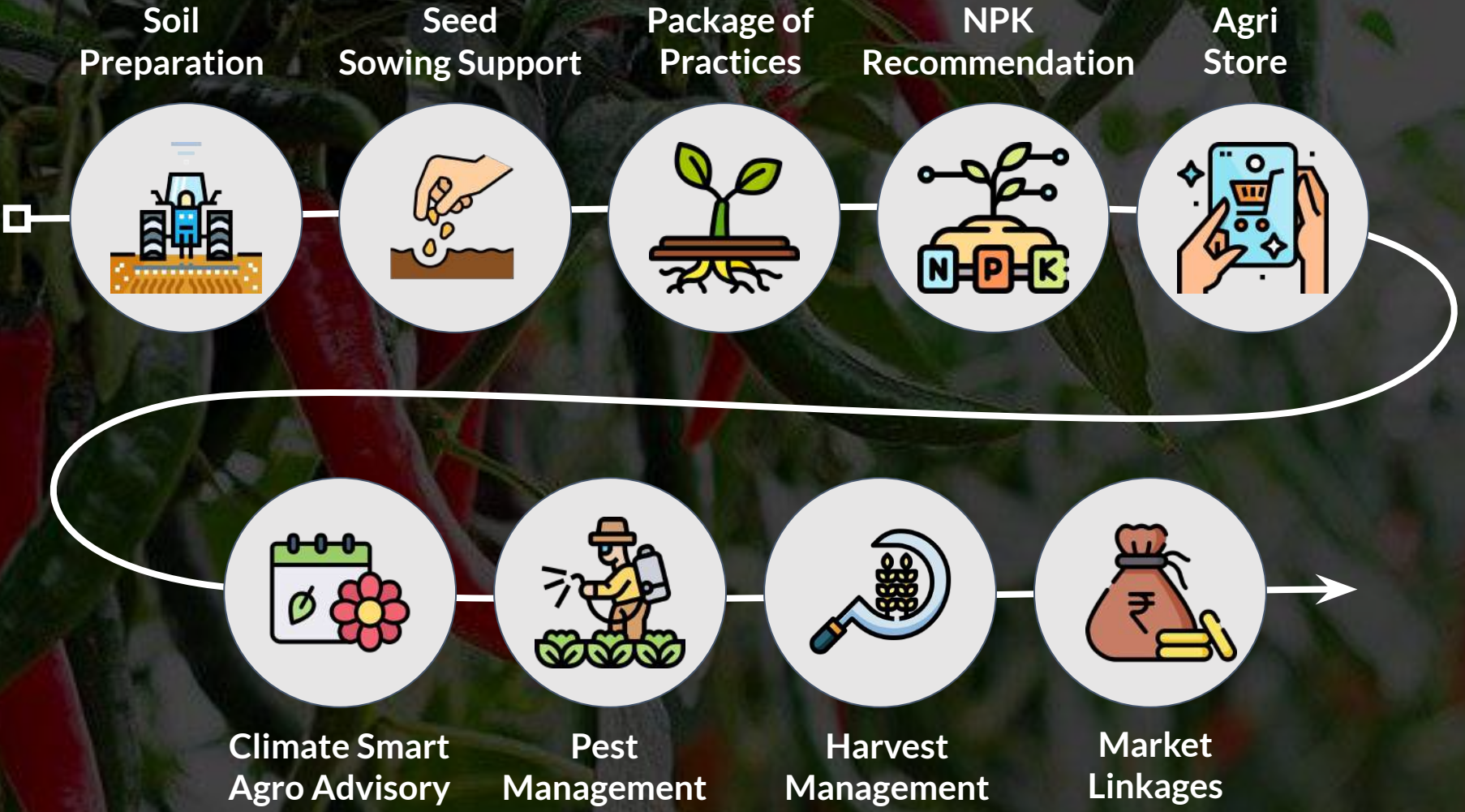
Low Cost Mobile Based AI Enabled Smart Farm Services

Market Opportunity



** as per Inc42 Plus analysis

Our Solution: NaPanta® Smart Farming Platform



India's top Rated 360° Agri Ecosystem enabled Smart Farming Platform



How we add value to Farmer?

With our On Demand Real-Time Information & Quick Decision Making Support System in Farmers' hands, empowers them to make informed decisions, which results



Reduce the Expenditure

Increase the Yield

Overall Profitability

up to
30%

+

up to
25%

=

up to
45%



A Future Ready Digital Agricultural Platform



Digital Platform + SFAAS Platform



Agro Forum & On demand Agronomist Connect



Systematic Reminders, customized agro advisory Support for the farmer during the crop season



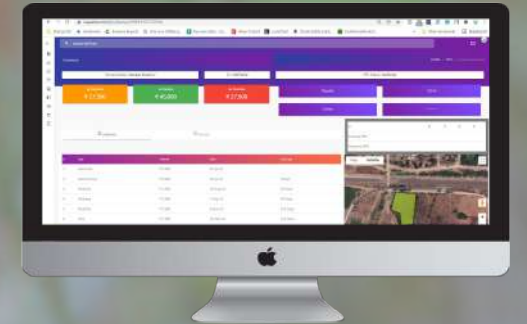
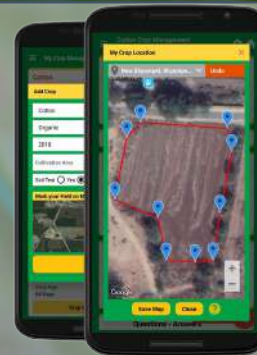
Crop Schedule, IPM will be prepared and handover to each farmer.



Subsidized Input Supply and Connect to market linkage support



Support to Climate Resilient Agricultural Practises.



Digitised day to day Farm activities and monitoring.



Realtime Pest/Disease/Weed Analysis (Crop wise) & correction mechanism to improve the Crop Yield.



On demand support to the farmers from the experts.



Cost Effective, Affordable & Scalable Digital Solution to address the farmer pain points.



User Traction

2

States Serving Including
Telangana & Andhra
Pradesh

Counting another 3
States

50M

Screen Interactions
since the
commencement

Growing

4.5

Rating with Google play
store Rating with 2.5
Lakhs of User base

>3k reviews on Playstore

2.75L

Farmers enrolled with
NaPanta since the
commencement

Targeting 20 L by
2025



1.2 million

Screen
Accesses
Every month





NaPanta® Smart Farming Platform - Global Recognitions



INCLUSIVE DIGITAL ECONOMIES
for the SDGs

The **UNCDF** study mentions the NaPanta Smart Farming Platform under **DIGITAL SOLUTIONS SUPPORT, HIGHER AND MORE STABLE INCOMES FOR FARMERS.**

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Impact Studies by



Recognized by a international Educational Institutes, including the **University of Illinois Urbana-Champaign (US)** and **IIM-Kozhikode (India).**





Our Recognitions and Clients

Clients



We understand your world

Jiyo Befikar



Recognitions



Market fit / Competition



NaPanta

Pre-Seed

B2C, B2B

1. SFAAS (Crop Management)
2. Market Place (Farm Services)
3. E-Commerce (Agri Inputs)

DeHaat

DeHaat

Series D

B2B

1. Market Place (Commodity)
2. Market Place (Agri Inputs)

AgroStar

AgroStar

Series - D

B2B

1. Market Place (Commodity)
2. Market Place (Agri Inputs)

BigHaat

BigHaat

Series-B

B2C, B2B

1. E-Commerce,
2. Market Place (Commodity)

CropIn

CropIn

Series - C

B2B

1. SFAAS (Crop Management)



1. 360° Agri Ecosystem enabled Smart Farming Platform

2. Digital Mapping of Each Farm Land & Live Weather and Pest updates to farmers

3. AI Enabled Smart Farm Advisory (Traditional / Organic/ Natural Farming methods)

4. On Demand subsidised Input supply

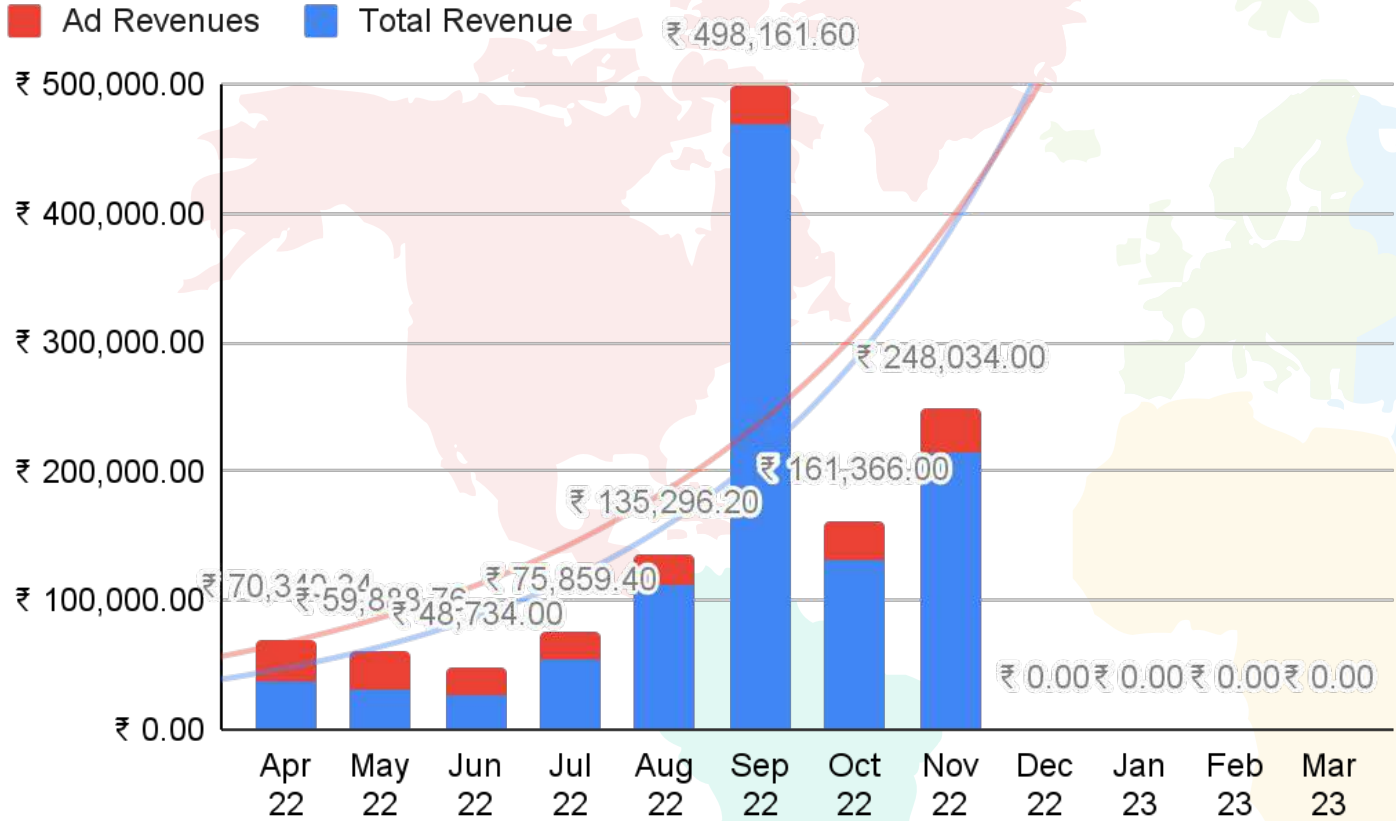
5. Agro Forum & Live Agronomist Connect

6. Supports Climate Smart agricultural practices from the experts

7. Traceability

8. Market Linkage Support * (wherever feasible)

Traction for FY 2022-23



19.9k

New User Acquisition by NaPanta Smart Farming Platform

Organically Acquired Users

2.7k

Subscription Farmers since July 1st, 2022

Subscriptions Introduced in July 22

3.3k

paid users for the platform

17% conversion for Free to Paid users

200%

MoM GROWTH in Agri E-Commerce Sales

Introduced CoD option in July 2022

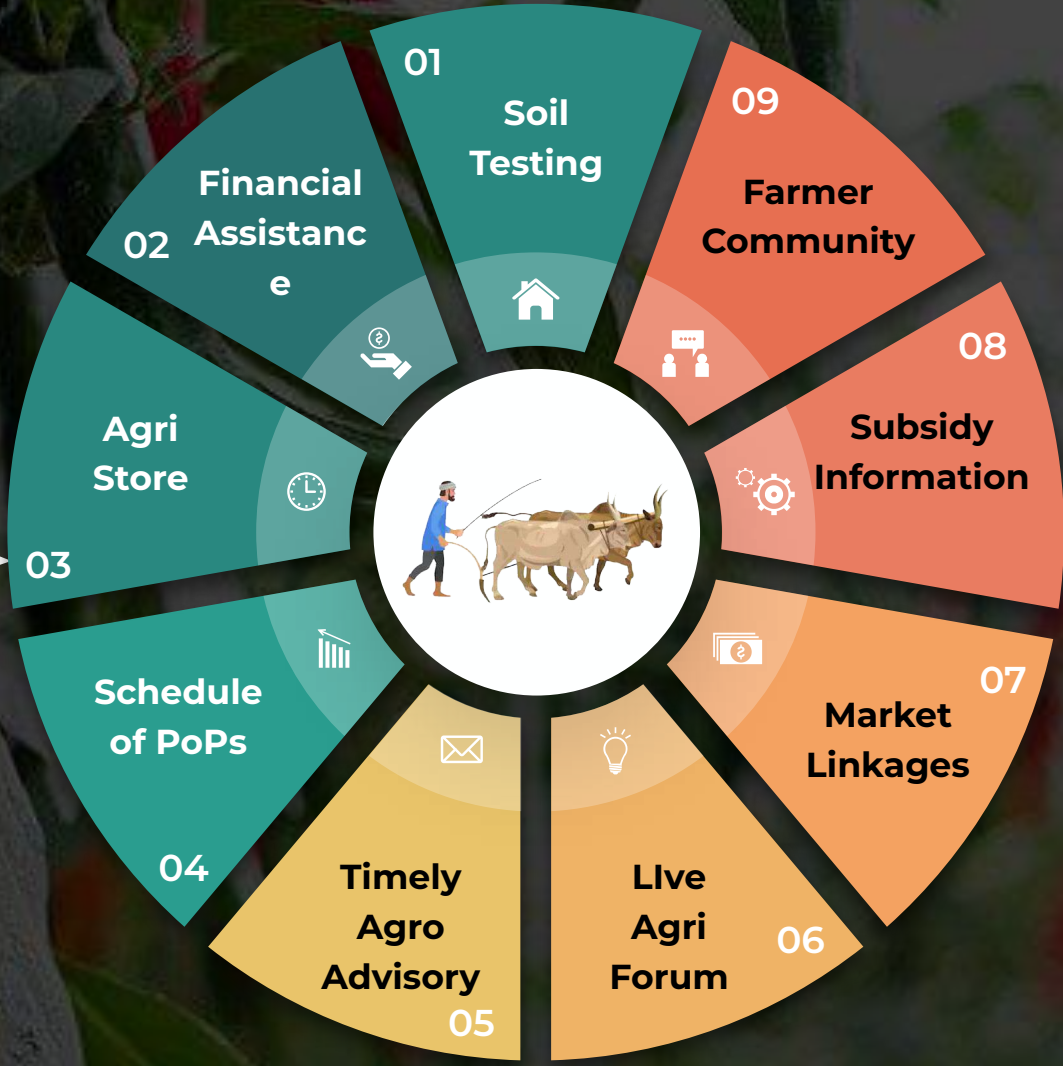
Financial Year	Total Revenue	Projected
FY 2021 - 2022	₹ 5,80,715 (Audited)	-
FY 2022 - 2023	₹ 10,75,751 (Till date)	₹ 23,62,780



NaPanta Business Model

B2C
(Business to Farmer)

SFAAS (B2B)
(Smart Farming As a Service)





Agri Services (B2C)

1. App Subscriptions
2. (P) Farm Advisory Services
3. Farmer Listings
4. Agri Equipment Rentals
5. E - Commerce (Sale of Agri Inputs)

SFAAS (Smart Farming as a Service) (B2B)

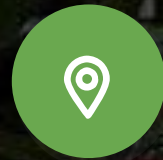
1. Smart Farm Platform for FPO's & Impact Organization etc.,
2. Agri Businesses Listings
3. Advertisements
4. Market Linkages*





Our Presence in India

Present



2 States



2,70,000+ Farmers



1,200,000+ interactions per month

For Next 24 months (Projected)



3 States



10,00,000 + Farmers

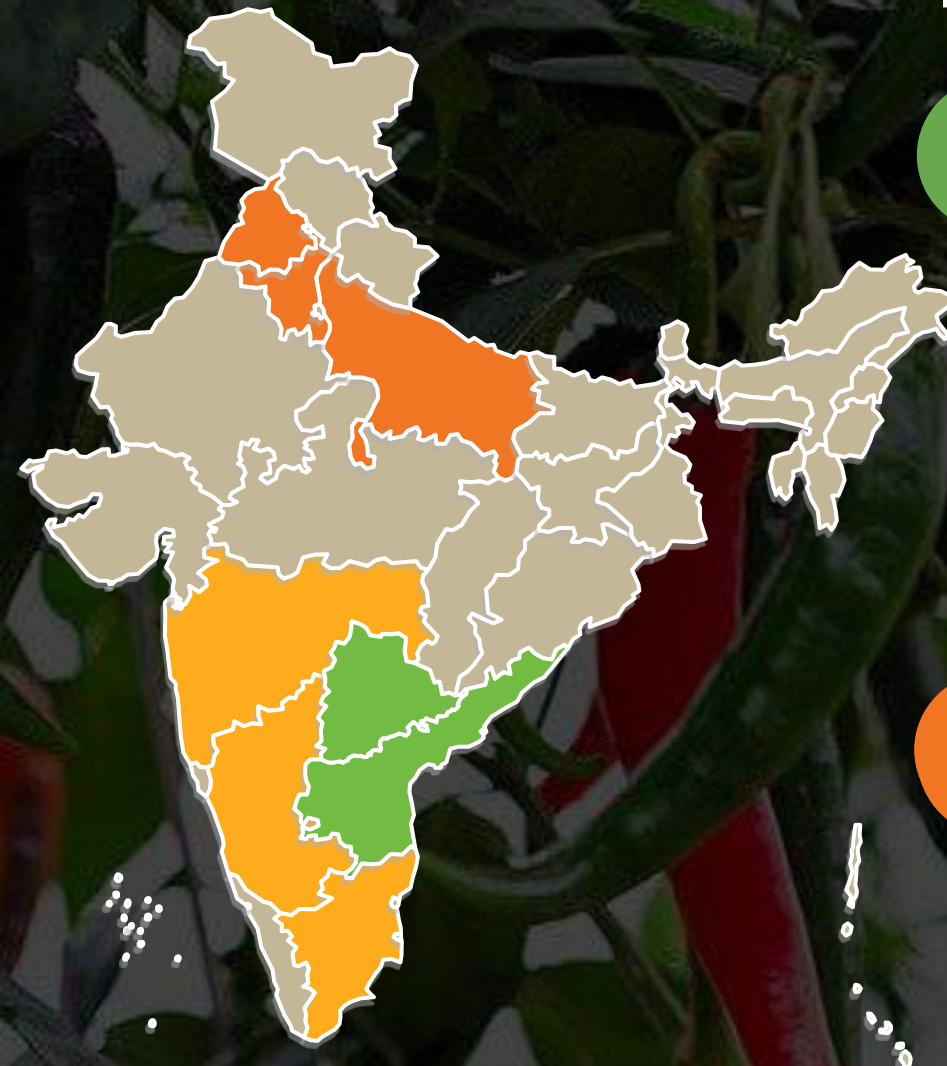


10,000,000+ Interactions per month*

Present

Next 24 Months

Next 48 Months

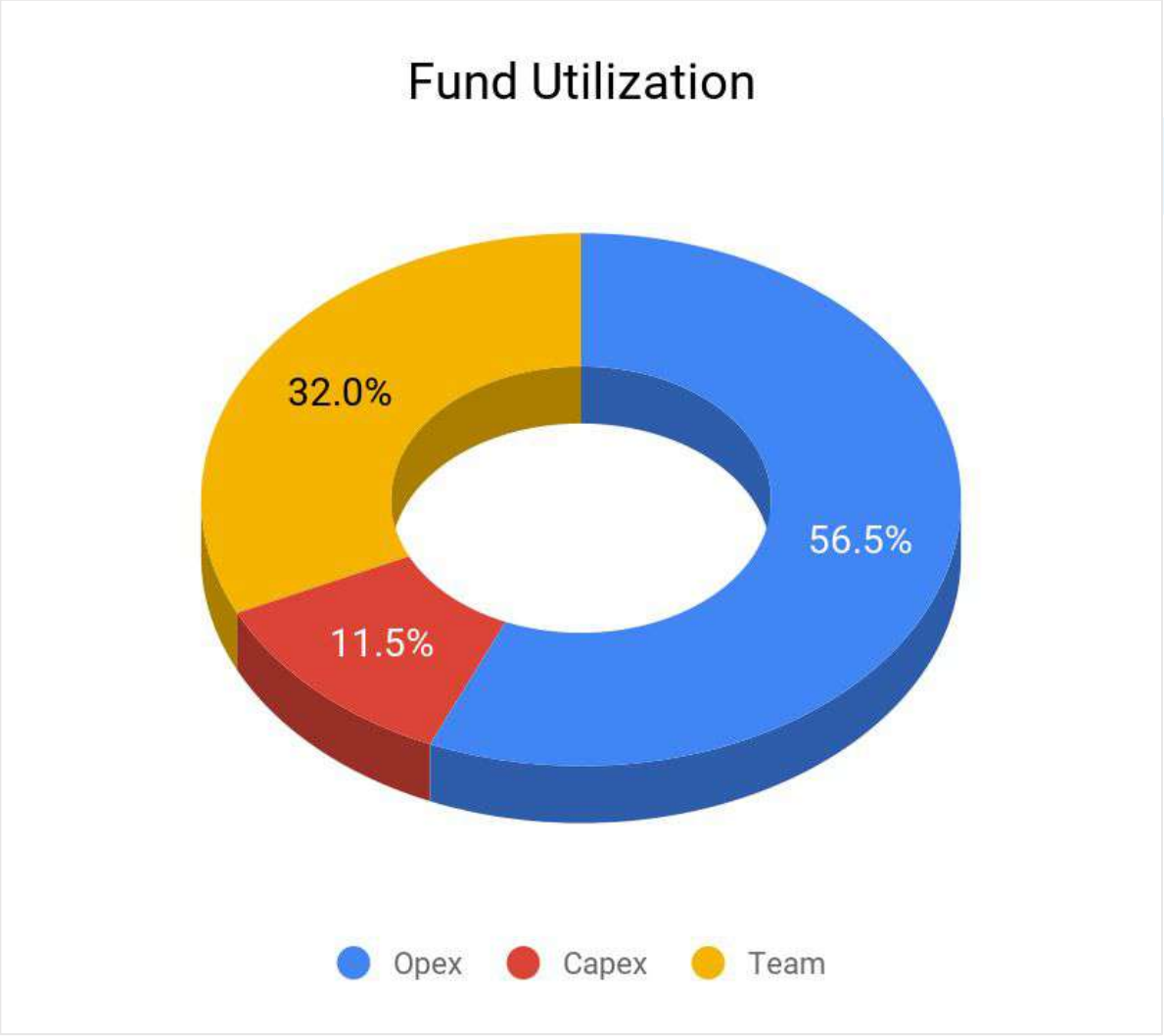




Fund Requirement

Fund Requirement
\$1.0 million
Capex + Opex for
Next 18 months

- Funding Objectives**
1. Business Expansion
 2. Technology Development
 3. Rapid Scale
- 

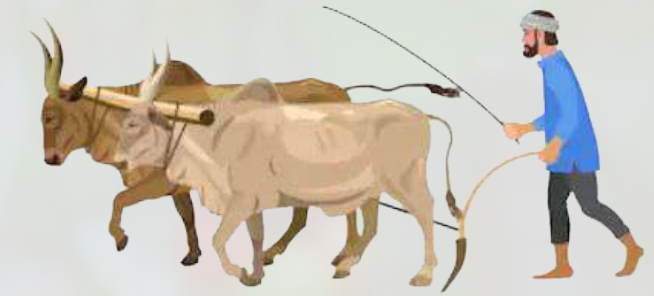
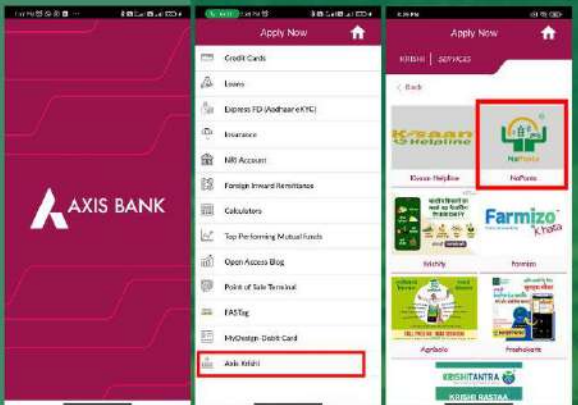
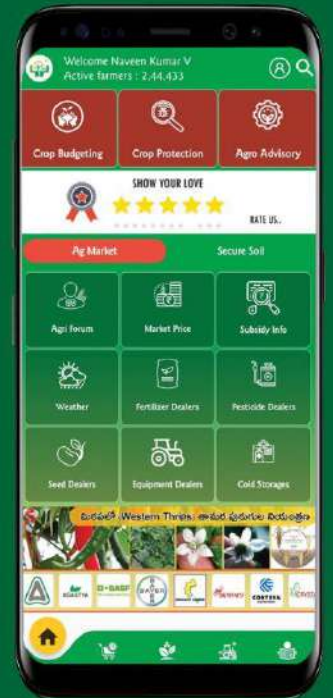


This Fund can help us to reach **2 million new users** during next 18 months

Client Use cases 1



Esteemed Clients
Using our
Digital Services



Client Use cases 2



Smart Village Movement™
In Alliance With Berkeley Haas

GT India Sponsored FPOs Located in Pamidi and Vajrakarur

This section features the IFDC and Grant Thornton logos at the top. Below them is a collage of six photographs showing various activities at FPOs, including group meetings, field visits, and training sessions. A smartphone app interface is also displayed on the left side of the collage.

IFDC
Developing Agriculture from the Ground Up

This section features the IFDC logo and tagline at the top. Below it is a collage of five photographs showing farmers interacting with the app, some holding their smartphones. A smartphone app interface is also displayed on the left side of the collage.

This section features a collage of four photographs showing farmers in various settings, some holding their smartphones. A smartphone app interface is also displayed on the left side of the collage.

NaPanta Smart Farming App Happy Farmers

This section features the IFDC logo at the top. Below it is a collage of six photographs showing farmers using the NaPanta app, some holding their smartphones. A smartphone app interface is also displayed on the left side of the collage.

Community Agri Forum Interactions

This section features the IFDC logo at the top. Below it is a collage of six screenshots from the app's community forum, showing various discussions and interactions. A smartphone app interface is also displayed on the left side of the collage.



Thank you for Opportunity

Presented By

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