

# Arakabata Agri

## Farming as a Service

Krishna Sri **Satakarni**

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Build Reliable and Effective  
Supply Chains to Profit  
Farmers & Customers



Bring 10 Lac Acres of Land  
under Cultivation

Reliability .. Integrity  
Customer Centricity

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# Problem

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In Agriculture  
**there is a huge information & process disconnect  
between producer and buyer**

+



causing



Unreliable Supply Chains for Buyers  
Unpredictable Profitability for Producers

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# Solution

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**Farming as a Service**  
(Farmer as an Employee)



A replicable and scalable 'Corporate Farming'  
model to grow and build demand led cultivation  
& supply chains.

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# Farming as a Service [FaaS]

Demand  
Generation &  
Forecasting



Production  
Planning



System  
Driven  
Farming



Customer  
Fulfilment



Risk  
Evaluation &  
Mitigation\*



Event  
Monitoring



Farmer as  
an  
Employee\*



Target:

- (Un)cultivated Arable Land
- Landless Farmers

\* Core Components



# Farmer as an Employee [FaaE]



Monthly Salary

Financial Inclusion

Career Growth

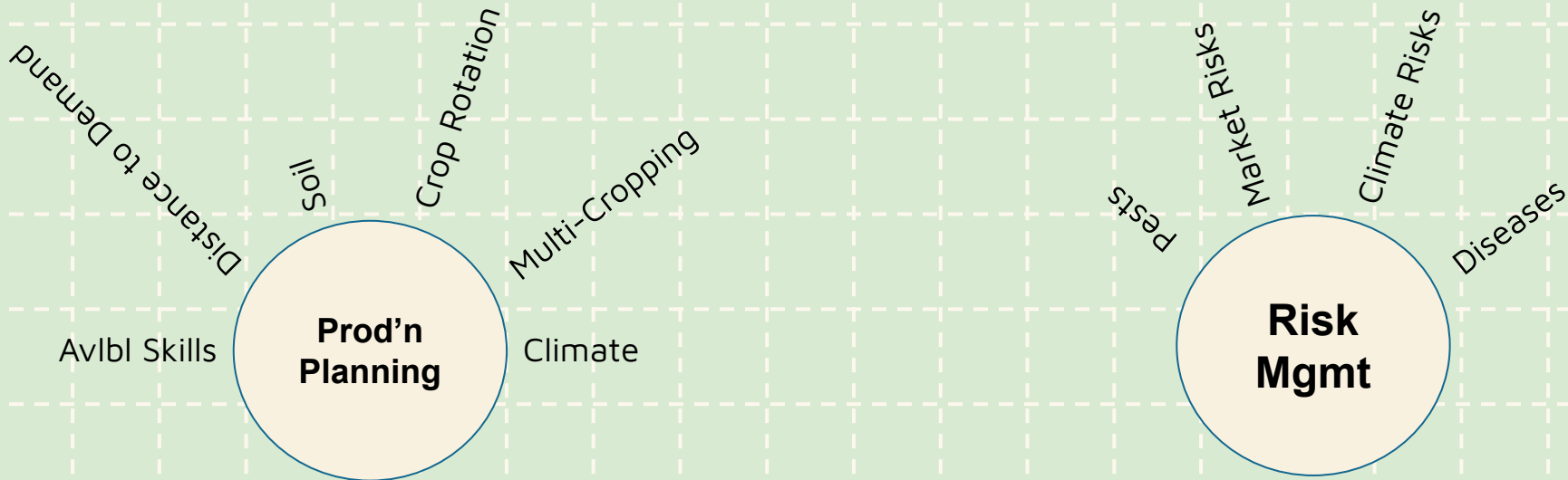
Stable Job

PF / Retirement Schemes

Training & Education

# Technology

## A Comprehensive ERP for Corporate Farming including...



- Allocation, Scheduling & Planning
- Decision Support System
- Crop Workflow
- Events & Response

- Geographically Distributed Production
- IoT & Computer Eye Monitored
- AI Driven Risk Calculation & Prediction
- Mitigation Advise & Monitoring

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# Present & Future

	Where are we	Where are we going
Customers	B2C eCommerce [Araka Fresh/Inhouse] Agri Commerce [Retailers / eTailers] HoReCa	Agro-processing Exporters
Sourcing	Mandi Procurement Farm-Gate Procurement   <pre> graph LR     A[Demand Generation] --&gt; B[Farm Gate Procurement]     B --&gt; C[Fulfilment]           </pre>	Farming as a Service [FaaS]   <pre> graph LR     A[Demand Generation] --&gt; B[Farming as a Service]     B --&gt; C[Fulfilment]           </pre>
Gross Margin	40%	80%
ARR	Rs. 1.1 Crore [B2C + B2B] Rs. 30,000 per day	Rs. 15Cr [in 1yr] [primarily B2B] Rs. 4 Lakhs per day



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# Unit Economics

vs

Farmer as an Employee
Salary: 30,000 pm
Responsibility: 10 Acre Land
Crop: Tomato
Annual Output: 300 Tons

- Rs 9,403, the average monthly income of a tenant farmer's home in Telangana
- Source: Agriculture Minister Statement in Lok Sabha – Dec 15, 2021

Comparison	Farm Gate Procurement	Farming as a Service
Cost	Rs. 11 / Kg (Avg) * ex-bowenpally / hyd	Rs. 6.7 / kg @ 15% Loss due to Risks
Overhead Costs	Rs. 6 / Kg	Rs. 6 / Kg
Selling Price	Rs. 20 / Kg	Rs. 20 / Kg
Net Profit	Rs. 3 / Kg	Rs. 7.3 / Kg
Total Profit 300 Tons	<b>Rs 9 Lacs</b>	<b>Rs. 21.90 Lacs</b>

Annexure 1 – Detailed Calculations

Additional Profit: **Rs. 13 Lac**

- [Be a Tomato Millionaire!](#) - KrishiJagran
- [Unit Prices Bowenpally](#) – Agmarknet.gov.in

# Market Analysis

**25.54 Lakh Acres** ■

Fallow Land in Telangana/2019



**6,000 Tons**

Veggies Day Trade - Hyderabad

Source: AgMarknet.gov.in - Based on Information from Bowenpally, Gudimalkapur & Other Markets on 30th Aug 2022. Direct trade not counted.

**18.17 Lakhs** ■

Tenant Farmers with avg 1.08 Acre Holding

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# Traction

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## B2B

A very popular Home Delivery App.  
An Organic Extract Producer



2.2

+

Tonnes per Day

01

## B2B2B

A B2B F & V Marketplace with 3000  
End Customers. [started on 21/Sep]



30,000

Daily Rate of Revenue

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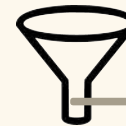
## B2C

Araka Fresh, own e-Commerce  
Portal with 500 Customers



100%

Year on Year Growth



1.2 L / day

Immediate Pipeline

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# Management Team



**Satak - Satakarni**

CEO - Founder  
15yrs Tech Services  
Entrepreneur



**Bhanu Varla**

Chief Advisor  
Serial Entrepreneur & Investor

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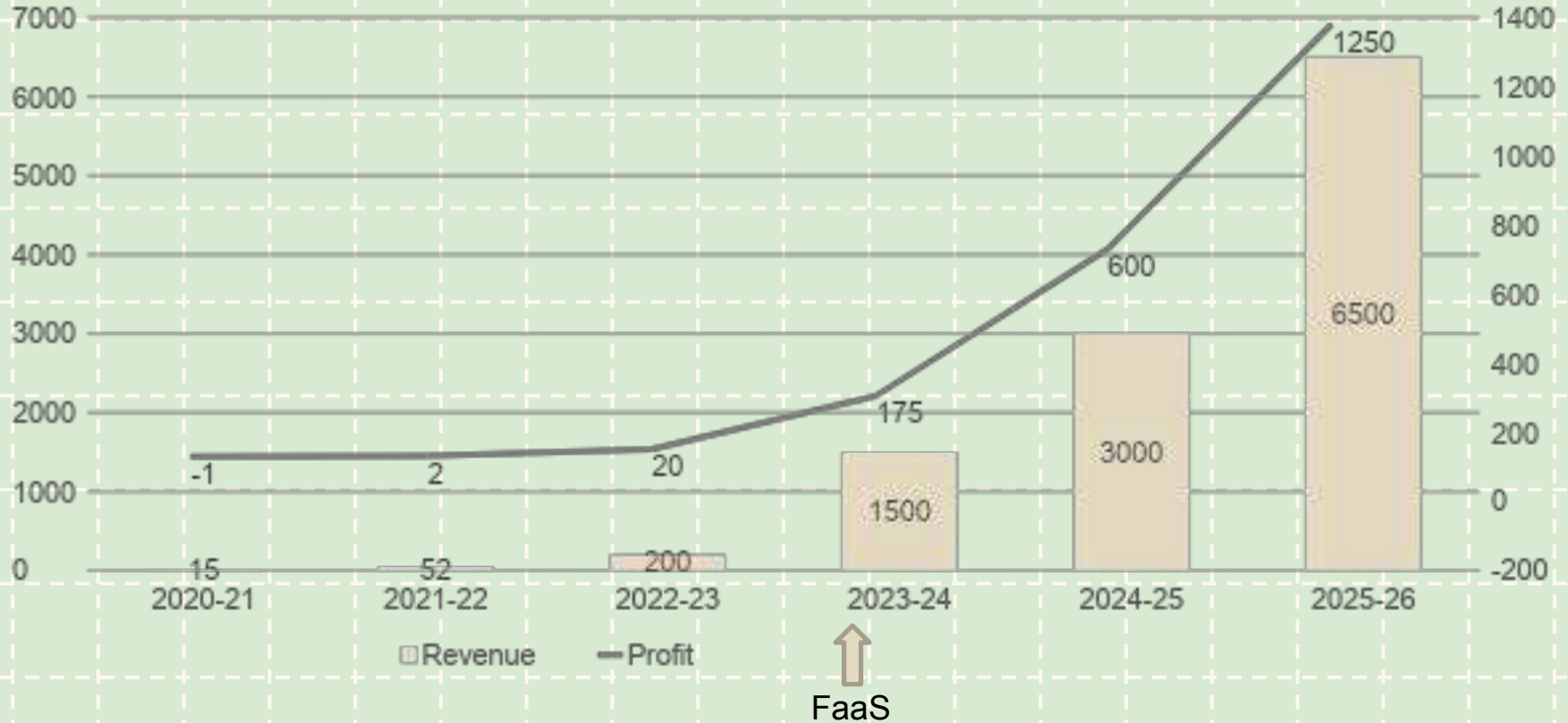
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# Competition

<b>NinjaCart, WayCool:</b>	B2B Supply Chain Primarily Focussing on <b>Retailers and HoReCa</b> Customers.	<b>USP</b>  <b>Farming as a Service</b> focusing on <b>Agro Processing Industry</b>
<b>DeHaat:</b>	Among other features, DeHaat also has a mechanism of connecting Institutional <b>Buyers with Farmers directly / thru Auctions.</b>	
<b>CroFarm:</b>	B2B Supply Chain Primarily Focussing on <b>Retailers and HoReCa</b> Customers.	
<b>Market Yard Agents:</b>	The <b>unorganized</b> sector of Agents.	

# Projections (Lakhs)



# Ask & Offer

₹

**3.0 Cr**

Over 3 Months

%

**20**

Equity

Annexure 2 – Fund Utilization  
Annexure 3 – Investment Timeline

The background features a light green grid with white dashed lines. The top edge has numerical labels: 0, 20, 40, 60, 80, 100, 120, 140, 160, and a plus sign. Small blue plus signs are placed at the intersections of the grid lines. On the left side, there are several orange contour lines of varying thickness, resembling a topographic map.

# Thank You!

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# Annexure 1 – Unit Economics - Working

Core Production Cost	
Tomato	
Costs	Rs.
Land Lease [per cycle]	6000
Enhancers & Control Agents	3500
Harvesting	1000
Seed & Treatment	550
Ploughing	1000
Transplant Cost	500
Labour Cost - Other Activities	14400
Misc Costs	4000
<b>Total</b>	<b>30950</b>
* incl Labor & Rentals	
<b>* Per Acre</b>	

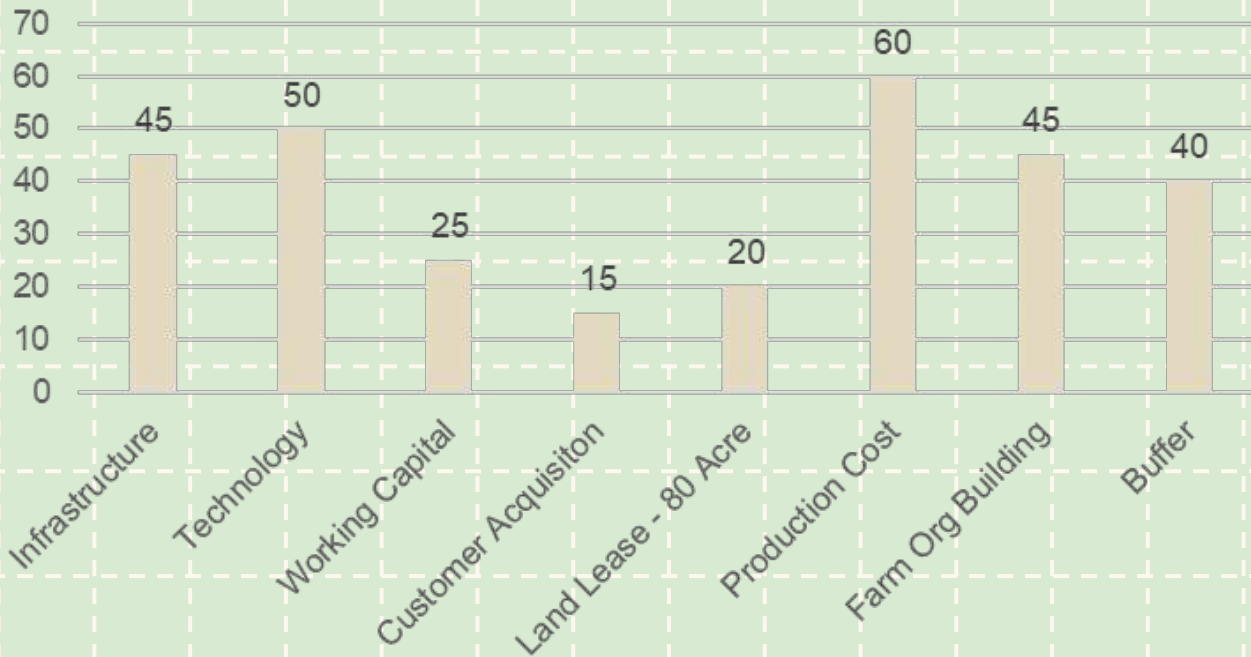
Farming as a Service Cost				
	Acres	Period	Total (Yrly)	
Production Cost Per Acre	30950	10	3 Cycles	928500
Salary	30000		12 Months	360000
<b>Net Cost</b>				<b>1288500</b>
Buffer	10%			128850
Management Cost	25%			322125
<b>Gross Total Cost</b>				<b>1675050</b>
Output Per Acre	10000	10	3 Cycles	300000
<b>Avg Farm Gate Price</b>	<b>11</b>			<b>3300000</b>

Losses Due to Risks [Climate/Pest etc]	20%	10%
FaaE Cost of Production / Kg	6.97	6.20
Avg Farm Gate Price / Lk	11.00	11.00

0 20 40 60 80 100 120 140 160

# Annexure 2 - Fund Utilization

In Lacs



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# Annexure 3 – Investment Timeline

Day  
1

- 1 Cr
- Working Capital
- Start FaaS

Day  
30

- 1 Cr
- Infrastructure
- Tech

Day  
90

- 1 Cr
- FaaS
- Buffer

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# Annexure 4 - Original Blue Print

