



India's First Farm Equipment Rental Marketplace



Bringing modern farming technologies to farmers at affordable costs without the hassles of ownership

Opportunity



Indian Farmer

- 120 million farmers in India
- 85% are small and marginal cannot afford to buy Agri-equipment
- In the name of mechanization there is *Tractorization* in country
- Variety of equipment, even a large farmer can't afford all types of equipment
- Newer Agri-techniques creating demand for new type of implements

Challenges in the present system:

- ❖ Highly unorganized and fragmented market at local level
- ❖ No standardization of prices and delivery of services
- ❖ Vendors only rent to those whom they know
- ❖ Fear of non availability of equipment at the time of requirement
- ❖ No reference point for farmers to check the availability of agri-machines
- ❖ Working capital issue for vendors due to credit based system
- ❖ Traditional equipment being rented as service or product



**Agri- Equipment
Rental Market**

Solution



Technology based platform to connect farmers with equipment owners

Value Proposition

For Farmers

Standard prices and high availability of service

Multiple booking points – app/web/phone

All services including newer under one roof

Micro-entrepreneurship model to encourage farmers who can afford to buy agri-equipment

For Vendors

Connecting to larger base of customer in serviceable area

Higher asset utilization and non-farming income

Cash payment after service or collection by platform

Impact



Promote micro-entrepreneurship and enhance non-farming income

No need to buy equipment, anytime availability at fraction of cost

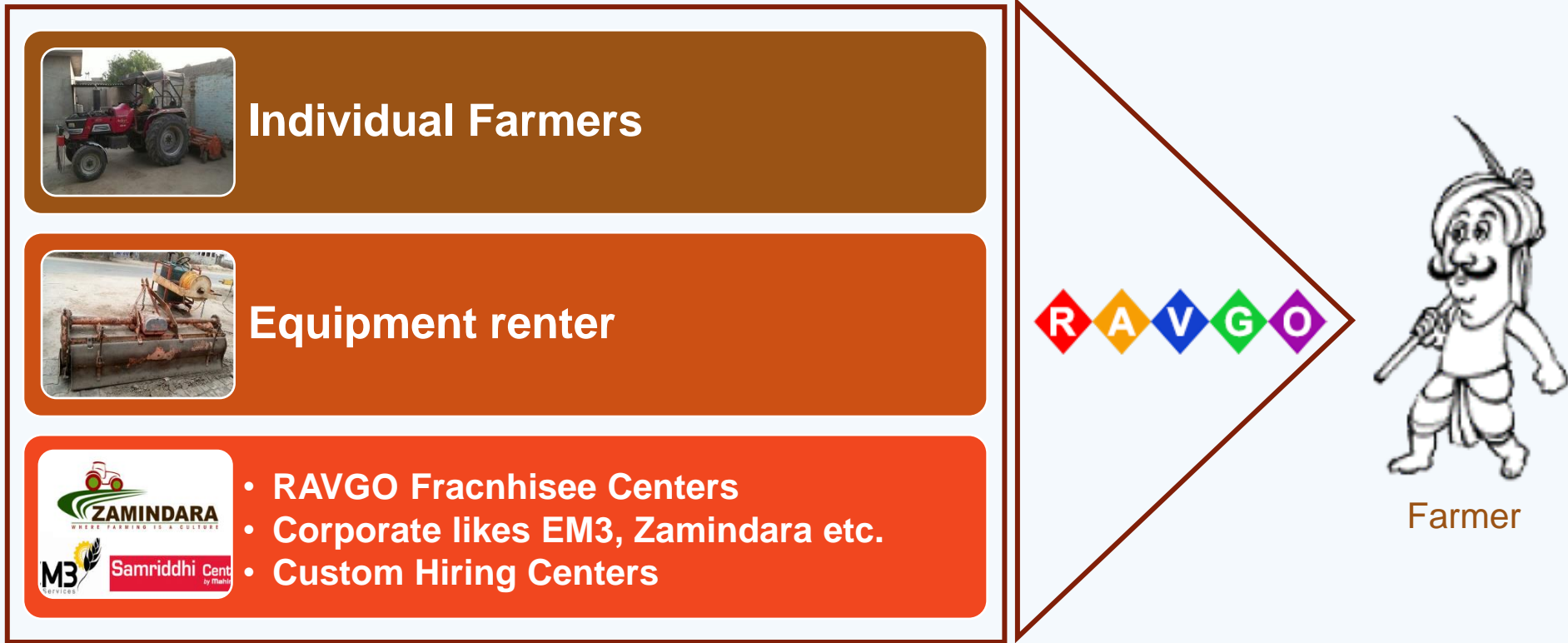
Mechanization to save cost and improve productivity

Create employment opportunities for skilled and unskilled labor



Business Model

Providing service to farmers by aggregating all kind of Equipment Owners



Team



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Thanks

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