



PURUSHARTH E-AGRO SOLUTION SERVICES PRIVATE LIMITED



Who we are?

Introduction

Purusharth E-Agro Solutions Services Private Limited aims to revolutionize the agricultural landscape by empowering farmers. We offer affordable fertilizers, pesticides, and seeds with flexible payment options, credit support, and doorstep delivery, Soil Testing and Proper guidance by our expertise regarding crops treatment on field visit .

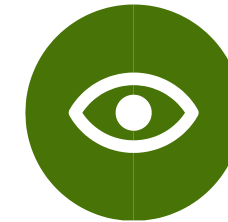
Our mission is to ensure farmers have seamless access to resources that enhance efficiency and productivity.

Our unique credit-based system addresses financial bottlenecks and unorganized farming, positioning us as a catalyst for agricultural growth.



Our Vision & Mission

Movement Goal



Vision

To bring an ease in farmers' lives by enhancing farming mechanisms with our unique services and to promote developed and sustainable farming.



Mission

To support farmers with financial help, affordable inputs, and innovative strategies, enabling increased productivity and efficiency in farming.



Market Problems



➤ Financial Constraints

Farmers lack access to affordable agricultural inputs due to high costs by the unorganised market system.

➤ Resource Management Issues

Inefficiencies in managing resources and finances lead to lower productivity.

➤ Geographical Challenges

Difficulties in accessing inputs on time due to remote locations impact yields.

Solution Statement

Agriculture

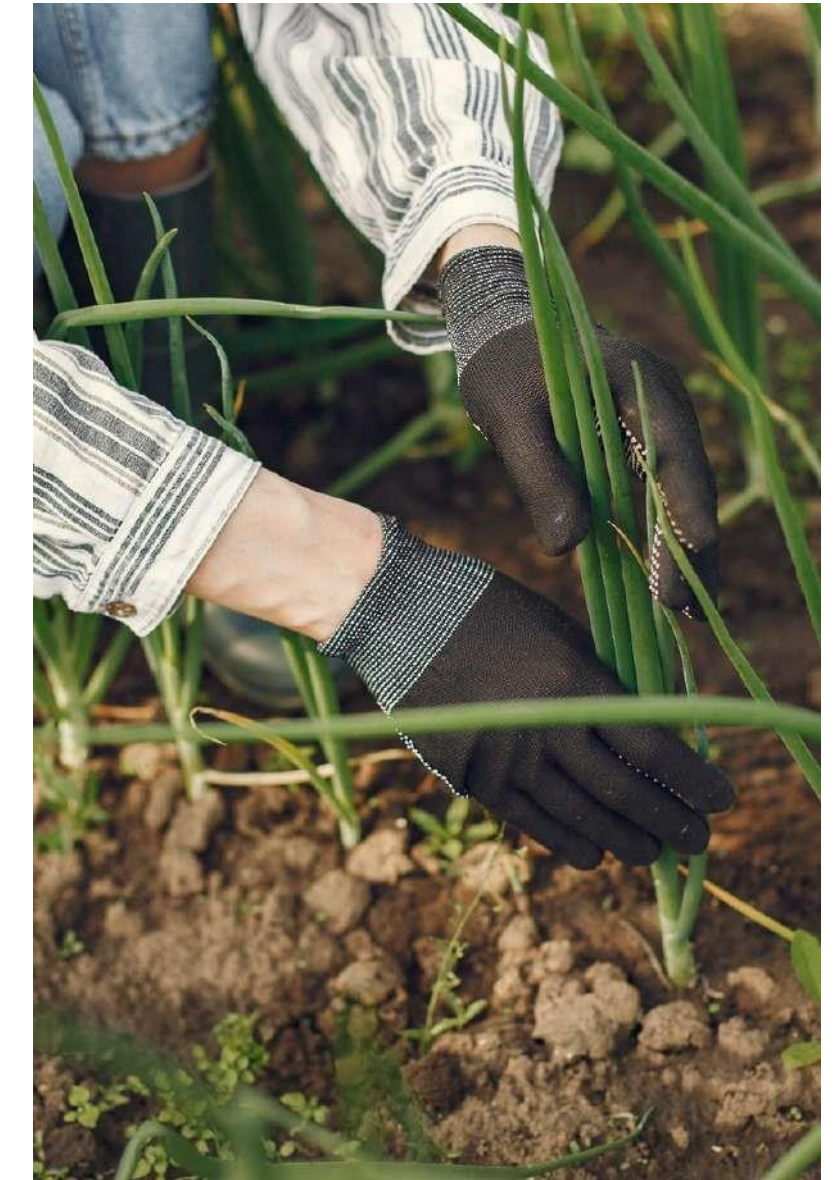


Competitive Pricing

Offer inputs like fertilizers and seeds at lower costs to reduce farming expenses.

Flexible Payments

Provide credit-based systems for better cash flow management.



Crops Treatments

Soil Testing and Proper guidance by our expertise regarding crops treatment on field visit .

Our Offerings

Products

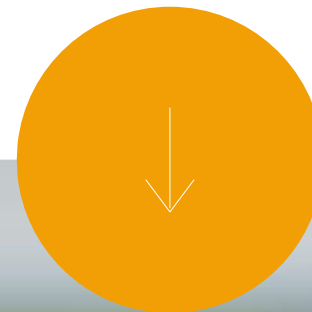
Essential agricultural inputs including fertilizers, pesticides, and seeds and also offering organic inputs for sustainable farming .

Services

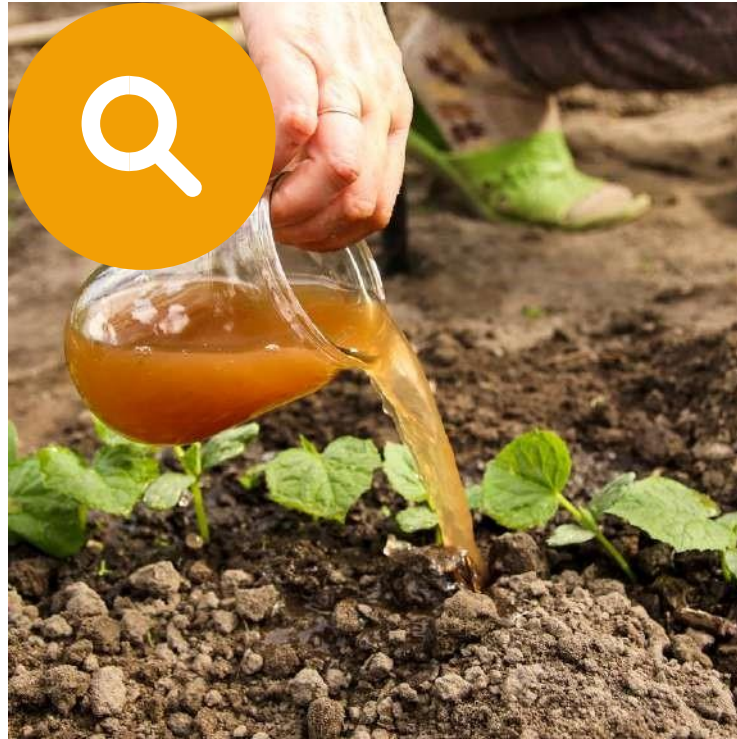
Proper organised Credit-based purchasing.
and flexible payment
Plans with finance system.

Support

Customized credit limits
tailored to land size and
crop needs.



Unique Selling Points



Credit-Based Model

Provides financial flexibility for purchasing inputs.



Affordable Pricing

Competitive rates compared to traditional markets.



Farmer-Focused Approach

Dedicated to serving 20,000+ farmers, ensuring accessibility and convenience.

Market Size

Global Market Size

Gross production value in Agriculture market is projected to amount to US\$4.59tn in 2024. An annual growth rate of 3.76% is expected (CAGR 2024-2029), resulting in gross production value of US\$5.52tn in 2029. [SOURCE](#)

Indian Market Size

The Agriculture in India Market size is estimated at USD 372.94 billion in 2024, and is expected to reach USD 473.72 billion by 2029, growing at a CAGR of 4.90% during the forecast period (2024-2029).

[SOURCE](#)



Target Market



PRIMARY FOCUS

- Districts and villages across India with agricultural dominance.

DEMOGRAPHIC REACH

- 20,000+ farmers, targeting rural and semi-urban areas.

CUSTOMER PROFILE

- Small-scale and marginal farmers seeking financial and logistical support.



Revenue Model

Who We Are Primary Revenue

Sales of agricultural inputs like fertilizers, pesticides, and seeds.

Secondary Revenue

Credit interest and premium charges for delayed payment facility.



Aim to Scale Up

Farmer Engagement

- Workshops: Organize interactive sessions to educate farmers about efficient farming practices.
- Field Demonstrations: Showcase the benefits of products and services through on-site demos.

Financial Advantage Promotion

- Highlight Credit System: Market the flexibility of credit-based purchasing as a key differentiator.
- Awareness Campaigns: Emphasize the cost savings and productivity boost from delayed payment options.

Digital Platform Launch

- Awareness Tools: Develop user-friendly apps and websites to inform farmers about product offerings.
- E-Commerce Access: Enable online ordering of agricultural inputs for convenience and accessibility.

Benefits of farmers

- 1) They are going to access Agri inputs (pesticides, fertilizers seeds etc) services in proper kind of organised market which is totally unorganised in today's date.
- 2) providing financial needs by credit-based system which is always major problem financial insecurity faced by the farmers.
- 3) availability of all the Products on time and with discounted rates which will be more beneficial for farmers by cost saving.
- 4) services like soil testing, proper guidance by expertise on crops treatment and other services will be provided.

Business model benefits of farmers.

Example. As per land and crops supposed one farmer get credit of 2 lakhs for 6 months (seasonable) with interest of 1 percent he has to pay 12 thousand interests. But when he gets the product with minimum 10 percent of discounted rates, he will save 20 thousand on 2 lakhs.
 $20,000 \text{ (discount)} - 12000 \text{ (interest)} = 8000 \text{ profit}$

Conclusion - farmers get to use the free credit and plus save the money by discount rate.

Feature Plan for Business Report on Selling Agricultural Outputs

This business report will focus on the comprehensive strategy for selling agricultural outputs, expanding exports, and establishing a dedicated manufacturing plant to enhance value addition and operational efficiency. The report will outline the core objectives, including diversifying market reach, streamlining the supply chain, and increasing profitability through vertical integration. Key features will include an analysis of global market trends for agricultural exports, a roadmap for scaling operations, and strategies for leveraging technology to optimize production and logistics. It will also present the economic and operational benefits of building an in-house manufacturing plant for processing raw agricultural outputs into high-value products.

Our Team

Aakash Devendra Patil”

DIRECTOR

Aakash Devendra Patil serves as a director at Purusharth E-Agro Solutions Services Private Limited, bringing a wealth of experience in agricultural services and a commitment to enhancing farming efficiency

Vishal Vijay Patil”

DIRECTOR

Vishal Vijay Patil is a Director at Purusharth E-Agro Solutions Services Private Limited, leveraging his expertise in agricultural inputs and financial management to support farmers effectively.

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THANK YOU