TRACEX TECHNOLOGIES

DIGITIZING AGRICULTURE FOR A SAFER, TRANSPARENT AND TRACEABLE SUPPLY CHAIN

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Consumer Expectations
TRANSPARENCY IN AGRI SUPPLY CHAINS

94%
Expect brands to be transparent

83%
Expect in-depth information about products

Label Insight and the Food Marketing Institute survey
Brand Promise
MAKING THE DIFFERENCE FOR CUSTOMERS

Ethical & Sustainable

Food Safety

Freshest Bean

100% Arabica AA
From Mountains of Chikamagalur

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Supply Chain Credibility

CHALLENGES & OPPORTUNITIES

LACK OF TRUST IN SUPPLY CHAIN CLAIMS

NO ABILITY TO TRACK AND TRACE

NOT EASY TO COMPLY TO QUALITY AND FOOD SAFETY COMPLIANCE
Organizing the Supply chain

OPPORTUNITIES AND POSSIBILITIES

Organized, Connected, Secured, Auditable, Verifiable information on the Blockchain

Farmers / Seeds  →  Producer Organization  →  Processor  →  Logistics  →  Buyer  →  Distributor  →  Retailer  →  Consumer

BLOCKCHAIN
Organizing the Supply chain
OPPORTUNITIES AND POSSIBILITIES

Organized, Connected, Secured, Auditable, Verifiable information on the Blockchain

Farmers / Seeds → Producer Organization → Processor → Logistics → Buyer → Distributor → Retailer → Consumer

Cultivation → Location → Batch IDs → Warehouse → Quality → Timestamp → Location → Batch IDs → Warehouse → Packaging

Journey → Quality → Packaging

BLOCKCHAIN

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Product Highlights
FOODSIGN™ SUMMARY

PRE-HARVEST MANAGEMENT
POST HARVEST MANAGEMENT
TRACEABILITY ON BLOCKCHAIN

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FOODSIGN™ - DIGITAL AGRICULTURE PLATFORM FOR SUPPLY CHAIN TRANSPARENCY AND TRACEABILITY

How It Works

BUYERS

NBFCs

INPUT PROVIDERS

GOVT/REGULATORS

RESOURCE INSTITUTIONS

FOOD PROCESSORS

WAREHOUSE & STORAGE

LOGISTICS

FARMERS

CONSUMERS

PRODUCER ORGANIZATION

RESOURCE INSTITUTIONS

INPUT PROVIDERS

GOVT/REGULATORS

VALUE CHAIN: FARMERS, INPUT PROVIDERS, PRODUCER ORGANIZATION, NBFCs, BUYERS, WAREHOUSE & STORAGE, LOGISTICS, CONSUMERS, GOVT/REGULATORS

Blockchain integration
Bean to Cup Traceability

PROPOSED SOLUTION FOR A SPECIALITY COFFEE START-UP

India's first blockchain enabled supply chain solution gives you the control to trace the journey of the beans in your cup. With information being fed in real-time across different stages of cultivation.
Farm to Factory Traceability
SOLUTION FOR CHILLI VALUE CHAIN

PRODUCT: Chilli whole
VARIETY: BYADGI
TRACE ID: 1586155478123

FOODSIGN™ TRACE CODE

QR Code

1000 FARMERS | 5 Yrs. CONTRACT

SUSTAINABLE PRODUCTION & CONSUMPTION OF AFLATOXIN FREE CHILLIES

HIGHER INCOMES AND FINANCIAL INCLUSION FOR FARMERS
Basmati Rice Traceability
SOLUTION FOR PADDY VALUE CHAIN

PROMOTING SUSTAINABLE RICE CULTIVATION FOR QUALITY, TRACEABLE, RESIDUE FREE BASMATI RICE

- Reduce Input Costs
- Market/Credit Linkages
- Farmer Empowerment
- Consumer Food Safety
- Economic Impact
- Social Impact
- Environmental Impact
- Good IPM | Soil Health
- Efficient Water Usage
- Efficient Water Usage
Traceability of Export Consignment
SOLUTION FOR SINGLE ESTATE COFFEE EXPORTS

Coffee Grower

Buyer

Processor

TRANSPARENT CONTRACTS

Import Broker

Export Broker

Shipping

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Provenance
TRACEABILITY AND TRANSPARENCY
Value Chain Solutions
EXISTING AND FUTURE FOCUS

MAIZE
SPICES
COFFEE
TOMATO
ORGANIC

COTTON
TEA
COCOA
LIVE STOCK
SEA-FOOD & AQUA CULTURE

AGRI SEEDS
TISSUE CULTURE
DAIRY & EGGS
AGRI PRODUCE & AGRI FINTECH
Subscription Options
MULTIPLE SOLUTION OFFERINGS

Full Stack Solution

FOODSIGN™

Mobile Apps
• Farmer App
• Field Assistant App
• Procurement App

Web Apps
• Farmers Groups
• Administrators
• Processors
• Buyers
• Partners

Blockchain Enablement

Client Application

• Multi-node/Multi Channel Network
• Sector Agnostic
• Provenance
• Private Blockchain
• Tokenization
• Wallet Integration
• Secure/Upgradeable
• Transaction based Pricing

Generic Blockchain Communication Layer

TRACEX FOOD NETWORK - PRIVATE BLOCKCHAIN

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Pricing Model

SaaS Subscription

API Calls for Data access

Consulting and Customization
Team
WE ARE GREAT TOGETHER

SRIVATSA TS
Co-Founder

ANIL NADIG
Co-Founder

RAGHAVA T
Chief Scientist
Ph.D. - Entomology

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Thank You