



INDIA'S FIRST CROSS-CATEGORY DIRECT FROM ORIGIN GROCERY BRAND



DRY FRUITS



PULSES



SPICES



MILLETS



RICE



HONEY



JUICES



NAMKEENS



Promise of
Provenance

Reasonable
Premium

Tasty, Natural,
Nutritious

Functional
Differentiation

KEY SUPPORTING TRENDS

- The vastness of the Indian food market presents a significant opportunity to offer products that emphasize their 'place of origin' promise.
- In the aftermath of Covid, there is a growing consumer inclination towards healthy and natural food options.
- Consumers are becoming more informed about how quality soil and agroclimatic conditions influence the taste, quality, and nutritional value of food.
- India's prosperity is on the rise, with disposable income for the middle and upper classes growing quickly.



MANY FIRSTS

First Grocery Brand
offering cross category
Direct from Origin
Products
(Grown & Packed at
Source)



First Food D2C Brand in
recent history to hit 5 Cr in
first year of commercial
operations

First Food Brand in the
private sector in India that
offers profit share to farmers

First Food Brand in India that has monetized the huge
network of FPCs, at scale- with a highly scalable low
working capital/ no capex business model

SCALABLE 3C BUSINESS MODEL



OPERATING MODEL WITH FPCs

COMPLIANCE

Licenses – Product,
Process, FPC

Packaging

Labelling

Quality Control

Certification

PROCESS & PRODUCT STANDARDISATION

Quality & Safety
Standards, GMP

Nutrition Standards &
Assessment

Legal Metrology

Advertising Claims

Lab Testing

Processing & Machinery

MARKETING & DISTRIBUTION

Brand Development

Packaging Design

Promotions – Social
Media, Other BTL
Activities

Logistics Services

Distribution Services

Market Linkages

- o General Trade
- o Modern Trade
- o E-com
- o D2C

TECHNOLOGY INTEGRATION

Farm Traceability

Q Code Enabled
Consumer Engagement

Ready-to-scale
Operational Platform

Digitised Operations

- o Accounting
Integration
- o Payments
- o Order Taking
- o Order Servicing

NETWORK OF 20 FPCs, 50K FARMERS & 70 SKUs



PATAN
GUJARAT



SAURASHTRA
GUJARAT



PAMPORE
JAMMU & KASHMIR



IDUKKI
KERALA



NASHIK
MAHARASHTRA



LATUR
MAHARASHTRA



PURANDER
MAHARASHTRA



PUNE
MAHARASHTRA



KARALI
RAJASTHAN



AJMER
RAJASTHAN



UDAIPUR
RAJASTHAN



BHILWARA
RAJASTHAN



GORAKHPUR
UTTAR PRADESH



MUNSYARI
UTTARAKHAND



CHAMOLI
UTTARAKHAND

Over 20K FPCs registered in India, of which many have institutional and infrastructure capabilities to integrate with KisaanSay on a plug and play basis

A WIN-WIN BUSINESS MODEL FOR CONSUMERS & FARMERS ALIKE

SPECIALISED MARKETING PLATFORM

Creating a nationwide specialised platform for unique products sourced from a distributed manufacturing backend—a purpose-driven profitable enterprise.

A SUPPLY CHAIN THAT IS FULLY TRACEABLE AND COMPLIANT

Developing a robust supply chain framework that encompasses quality control, traceability, food safety, packaging, labelling, and the standardization of products and processes ensures the delivery of top-quality products.

COHERENT UMBRELLA BRAND

A robust and cohesive brand for farmers that provides a consistent and attractive product range, generating lasting value for both farmers and consumers through a collaborative branding approach.

HARNESSING SCALE THROUGH TRANSPARENT DISTRIBUTION

Enable farmers to leverage scale via a comprehensive distribution network that ensures full transparency in the value chain and pricing.

ACHIEVING MOST SUSTAINABLE DEVELOPMENT GOALS

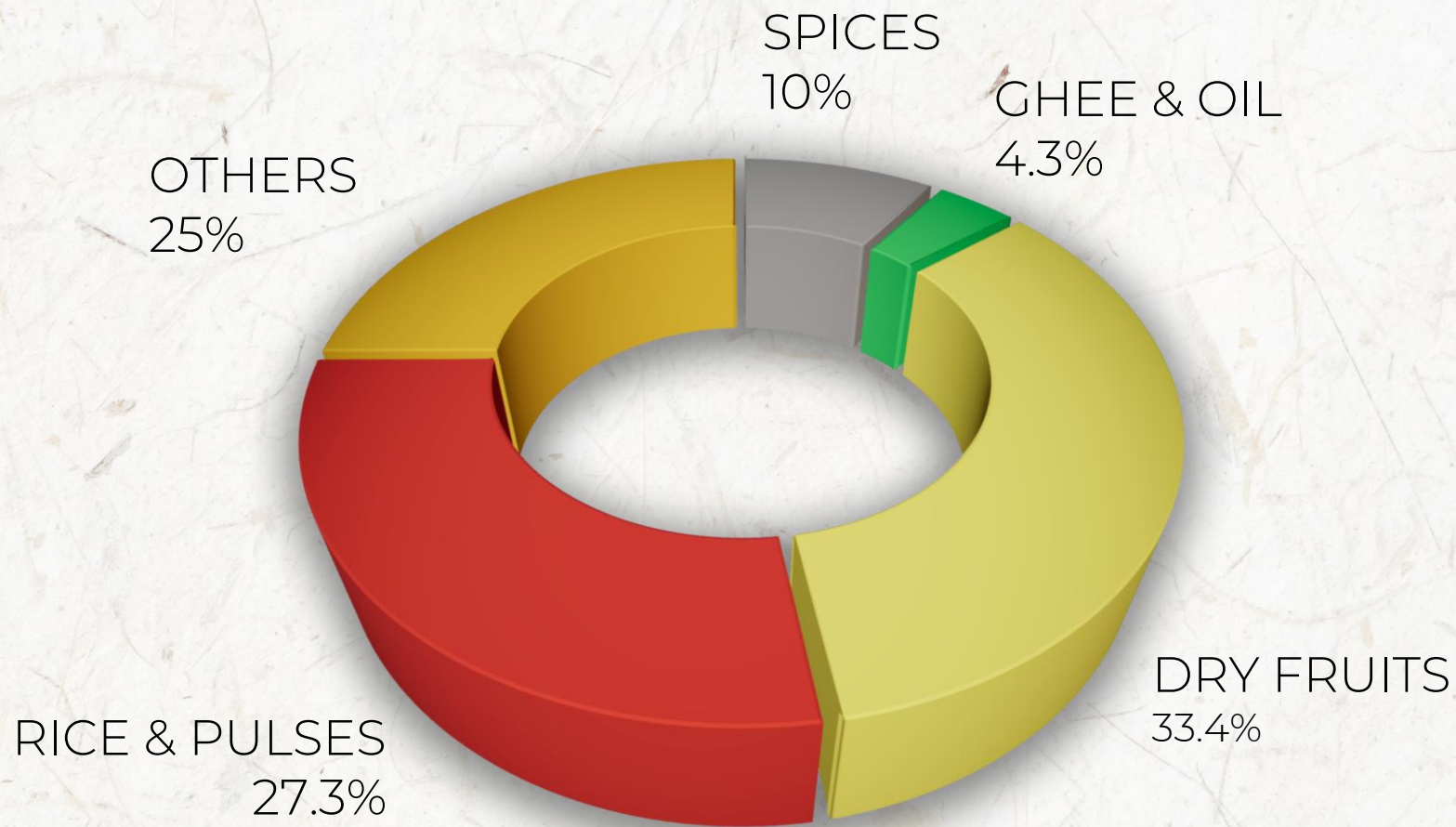


STEADY GROWTH

Net Sales (lacs)



CATEGORY WISE SALES





OUR
HAPPY
CUSTOMERS

Over 125 Years of Leadership Expertise



Nitin Puri
Founder



Vaishali Puri
Co - Founder



Manoj Karki
Co - Founder



Raju Nair
Head - Marketing
& Exports



Malay Dubey
Head - Operations



SEEK YOUR SUPPORT

- Zepto, Blinkit connects
- Gifting opportunities
- Connect with FPCs for scaling up product assortment
- Modern Trade connects
- Showcasing our work in digital & print media
- Looking for a good Product Development Lead with a flair for taking Indian recipes global





THANK YOU!