



agriTALK

March 2021



Business World 40
Under 40 recognition
for Mr. Amith Agarwal



Rice & Shine - 17th
February 2021



Dhaniya Seminar -
28th February 2021



Client testimonials





Media release

Business World 40 Under 40 recognition for Mr. Amith Agarwal

Mr. Amith Agarwal, Co-founder & CEO, **agribazaar**, has been recognised in the Business World 40 Under 40 list for 2021. The list is one of the most prestigious and well-known recognitions for young achievers. This win is a tribute to the efforts and vision of the founders and employees of the StarAgri group, who are striving to reimagine the way agri business is conducted in India.





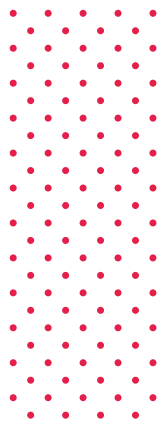
AN AGRI-PRENEUR WITH a deep and practical understanding of Indian agriculture and farmer challenges, Amith Agarwal co-founded **agribazaar** in December 2016 to transform the agri value chain through technology.



For over 126 million small Indian farm owners, the platform is attempting to enable digital access to a wider marketplace. For buyers, it assures quality while mitigating counterparty risk while enabling secure payments through 'One Nation, One Market' philosophy. These, in turn, will lead to empowering small farm owners and enhancing their livelihoods.

Amith Agarwal has played a key role in realising the company's vision of building an integrated electronic platform (e-mandi) serving all stakeholders' needs in the farm-to-fork value chain. Under his stewardship, the company has evolved as a disruptor in online agri-trading with a gross transaction value of Rs 25,507 crore from over 2.15 lakh users across 13 states.

On the issue of fund raising during the pandemic, Amith Agarwal says, "The pandemic may have slowed down fund raising in general but for the agri-tech sector it was a boon in disguise. We saw our highest demand traction during the nine months and several interest from leading PE and global agri-players."

The company's platform presently connects around 10,000 traders and processors, and more than 100 Farmer Producer Organisations (FPO) with a network of over 3 lakh farmers across India. They have a pan-India network with full-fledged presence across 16 states, with trade volumes having crossed 50,000 tonnes. Their major activities are concentrated in Rajasthan, Madhya Pradesh, Punjab and Haryana, Maharashtra, Gujarat, West Bengal, as well as most states of South India. They saw a significant surge in registrations since the lockdown.





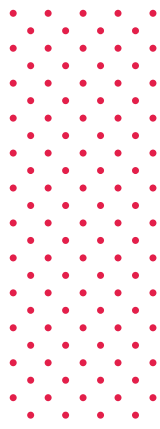
In 2016, **agribazaar** started out by building an online platform to connect farmers, traders, banks, enterprises and governments. In 2017, they created an award-winning wallet — AgriPay — that has facilitated transactions of more than \$1 billion. Today, they're leveraging AI-driven insights and analytics to offer customised credit at the click of a button, crop advisory and more. Across the agri-value chain, through direct linkages, they bring efficiency, transparency and traceability like never before.



The company believes in employee well-being. This was evident during the pandemic when it did not lay off a single employee.

agribazaar has to contend with competition. Says Agarwal, "To survive and thrive, the organisations need to be nimble and efficient and be ready for change. Innovation is the key driver of change, with agriculture being no exception."

agribazaar, however, stands out from its competitors in terms of its technological advantage. "We aspire to become India's largest e-mandi (online agri-marketplace) and replicate it across global markets. We want to become an Indian agri-tech unicorn in the next 36 months," notes Aggarwal.


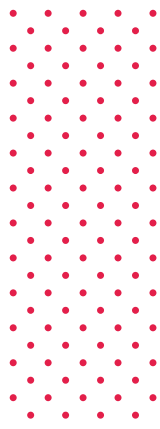
Taking these aspirations further, through technology, the company envisages mapping (geo-tagging) every small farm holding in India and moving them towards intelligent, custom farming. Taking a cue from China, they wish to ride the Indian government's policy push to provide them with technology, credit, capital and markets, all under a single platform.





In future, scale and profitability will be the key focus. They have successfully built the www.agribazaar.com platform, fine tuning it with customer feedback. Now they wish to create a pan-India footprint, and also enter similar global markets. This aspiration is based on reducing inequality between small and large farmers. Further speaking about the social impact his company is making, Amith Agarwal says, “Our asset-light model, carved on the strength of strategic partnerships, is allowing quick scalability and integration across the agri-ecosystem.”

Based on the trend of digitisation, Amith Agarwal predicts that technology and agriculture will integrate like never before. Artificial Intelligence is the future of agriculture, with predictive technology deciding the pre- and post-production handles through electronic data supply.



Rice & Shine – 17th February 2021

agribazaar hosted a webinar “DHAAN – Daane Daane ki Pehchaan” in association with **agricx** on operation management and rice quality assessment. Discussions focussed on how a professionally-run rice mill could manage data easily data and assess quality accurately.



agricx | **agribazaar**

RICE & SHINE

Webinar on operation management & rice quality assessment

SAVE THE DATE

Date: Feb 17th, 2021, Thursday

Time: 4:00 PM

World's most advanced
Grain scanner
on your phone
Portable | Quick | Innovative

Dhaniya Seminar – 28th February 2021

agribazaar participated at the Dhaniya Seminar, 2021 organized on 28th February in Kota, Rajasthan, and had a booth. Farmers, traders and exporters came together at this seminar to discuss how to increase the area under coriander farming and the production and price outlook.



Client testimonial

Watch Mr. Birdhial Nagar who traded with agribazaar. He mentioned that since he's been trading with agribazaar, he's been receiving timely payments and has been saving time as compared to physical mandis.

[#agribazaar](#) [#timelypayment](#) [#agriculture](#) [#agritech](#) [#onlinemandi](#)



agribazaar facilitates its farmers with timely payments and saves time...

Link: https://www.linkedin.com/posts/agribazaar-com_agribazaar-facilitates-its-farmers-with-timely-activity-677022085277635840-j0-H

Media release

Integrating Agri With Technology

Like

Agribazaar's platform connects around 10,000 traders and processors with more than 100 farmer producer organisations

BW BUSINESSWORLD

Photo Credit :



Amith Agarwal has been at the forefront of disruption in online agri-trading with a gross transaction value of Rs 25,507 crore from over 2.15 lakh users

Link: <http://www.businessworld.in/article/Integrating-Agri-With-Technology/24-02-2021-381160/>

Budget gives a boost to agri-tech players, farm trade

Our Bureau | Ahmedabad | Updated on February 01, 2021



The agriculture sector showed its resilience amid the adversities of Covid-induced lockdowns - The Hindu

Farmers' body AIKS says demand for fair remuneration has not been met

The 2021-22 Budget's focus on agriculture infrastructure and modernising the farm trade has revived

sentiment among agri-tech post-harvest players and farm trade companies.

Link: <https://www.thehindubusinessline.com/economy/agri-business/budget-gives-a-boost-to-agri-tech-players-farm-trade/article33719272.ece#>

Here is what Mr Amith Agarwal has to say:

"Commending the Budget boost to infrastructure, Amith Aggarwal, CEO & Co-Founder, **agribazaar**, said agri credits will help build world-class agri infrastructure and reduce farm-to-fork wastage. "It will usher in scientific crop growing and post-harvest facilities. Mandi digitisation will facilitate tech intervention in agriculture, leading to greater efficiency, enterprise and predictability in the sector. Agri credit will bridge the gap in rural credit and enable the development of the agriculture sector and its dependent industries."

Budget 2021: Govt proposes 'Agri Infra Cess' & expansion of Operation Greens

Tuesday, 02 February, 2021, 08 : 00 AM [IST]

FnBnews.com

Ashwani Maindola, New Delhi

Finance Minister Nirmala Sitharaman has announced expansion of the scope of Operation Greens to boost export of agricultural commodities. She said that to boost value addition in agriculture and allied products and their exports, the scope of 'Operation Greens Scheme' that is presently applicable to tomatoes, onions, and potatoes, will be enlarged to include 22 perishable products.

Also, she announced Agricultural Infrastructure and Development Cess aimed at improving infrastructure for the agriculture sector. The Agriculture Infrastructure Funds would be made available to APMCs for augmenting their infrastructure facilities.

Link: <http://www.fnbnews.com/Policy-Regulations/budget-2021-govt-proposes-agri-infra-cess--expansion-of-operation-greens-62101>

Commenting on the Union Budget, Amith Aggarwal, CEO & co-founder, Agribazaar, says, "Whether through the continued efforts towards the digitisation of the agri-sector or the expansion of the Agri infra fund, I believe all the initiatives announced in the Budget will augur well for India's farmers and farming industry over the short-, medium- and long-term."

He elaborated, "The rural Agri fund will help drive greater outlay and build a world-class Agri infrastructure. These investments will reduce farm-to-fork wastage and usher scientific crop growing and post-harvest facilities. Mandi digitisation will facilitate tech intervention in agriculture, leading to greater efficiency, enterprise and predictability in the sector. Agri credit will bridge the gap in rural credit and enable the development of the agriculture sector and its dependent industries while initiatives such as the expansion of irrigation facilities and the inclusion of more perishable items under the Greens scheme will increase agri-efficiencies. Also, the R&D through agricultural hubs will foster the industry's competitiveness on a global scale."



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