



WINGROW AGRITECH

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Problems faced By farmers

1. Unfair compensation to farmers
2. Farmer suicides due to debt problems
3. Lack of knowledge in implementing Good Agriculture Practices
4. Lack of information for growing organic and residue free vegetables
5. Lack of technological know-how

Our Solutions

1. Connect farmers directly to consumers without taking any commission.
2. Conduct relevant training programs
3. Educate them about the importance of organic farming
4. Provide Agri-inputs to farmers & women SHGs to improve selling, marketing & financial management skills.
5. Provide relevant Technical Support
6. Very active support for tackling COVID-19 situation

Target Customers and Geographical Presence

Target customers of the farm produce

- Retail consumers
- Hawkers
- B2B consumers (Hotels/Restaurants)
- MCDC

Area of Operation

(working with farmers)

Currently operating in:

Pune, Mumbai, Ahmednagar, Satara, Nashik, Solapur, Sangli, Nagpur and Sindhudurg

Can expand to:

Jalgaon, Chandrapur, Beed, Latur, Kolhapur, Aurangabad and Nanded

Services provided to the farmers

- Provide a suitable location to farmers where they can gather and sell their products directly to consumers
(Farmer market)
- Take **online orders** for home delivery for vegetables and fruits
- Access to **Coop-Shops**
- Enable **sale of farm products** from farmers to Hotels & restaurants
- **Assistance to farmers to export** their produce to other countries
- Provide **seeds and pesticides** to farmers

Sample of our products



Alphonso Mango
Box



Snacks Box



6 Types of Veggies
Box

Revenue & Activity Metrics

Farmers market

Weekly Market = **14** (happens 4 times / month)

Avg. Total stalls per market = **20**

Fees we charge per stall = **300**

Total sales/Month by Farmers = **Rs 2.80 Cr**

Home delivery (During COVID)

Number of delivery per day = 450

Avg. ticket size per order = 600

Number of delivery days / week = 5

Revenue/Week = **Rs 13.5 Lakhs**

Current Network



**Associated with 850
farmers**



**Catered to 25000
consumers**



**Doing > 450 deliveries per
day**



**Conducted 14
farmers market**

Current Reach

Area covered by Wingrow

Total wards in Pune: **41**

Wards where we provide home delivery: **36** (~ 88% of total wards)

Farmers participating in farmers market by Wingrow *(within 150 km of Pune)*

Total farmers Group: ~ **115**

Farmer groups with us: **74** (~ 64% of total farmer groups)

Our Impact

- More than 140 families have received fair job opportunities
- Increase in farmers Income by 35-40%
- Created 500+ self dependent farmers
- Increased standard of living & developed positive approach towards child education
- 95% farmers that we work with have switched from chemical to residue free and organic farming
- Connected with more than 30 self help groups

COVID-19 Efforts

- Assurance of timely delivery of vegetables and fruits
- Have technology for forward and backward linkages
- Conducting training, building awareness and doing motivational programs for farmers
- Proper hygiene practices being followed throughout the delivery process

Our Work



Thank you !

We are supported by:



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