AGRI UDAAN®

FOOD AND AGRIBUSINESS ACCELERATOR 7.0

EMERALD SPONSOR

SBI

PITCH BOOK

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ABOUT US

ABOUT a-IDEA

a-IDEA (Association for Innovation Development of Entrepreneurship in Agriculture) operates as a Technology Business Incubator (TBI), hosted by the ICAR-National Academy of Agricultural Research Management, Hyderabad (ICAR-NAARM), and receives support from NABARD, DST, SISF, DPIIT, MietY and DBT, Government of India (GoI). Since its inception in 2014, a-IDEA has been nurturing startups across 14 diverse domains within agriculture and allied sectors. Its mission is to empower entrepreneurs by facilitating the ideation, incubation, and acceleration of their innovative early-stage ventures, fostering scalability and competitiveness in the food and agri-business landscape. This is achieved through a comprehensive suite of services encompassing capacity building, mentorship, networking, investment facilitation and advisory assistance.

ABOUT AGRI UDAAN

AGRI UDAAN is a Food and Agribusiness Accelerator organized by a-IDEA, Technology Business Incubator of ICAR-NAARM, supported by the National Bank for Agriculture and Rural Development (NABARD), Government of India. a-IDEA launched India's first Food & Agribusiness Accelerator (AGRI UDAAN) in partnership with CIIE, the Incubator of IIM-A in 2015. The accelerator program meant for scaling up startups in the Food and Agribusiness sector is a 6 months program that scouts, screens, and further nurtures a cohort of 10-15 startups in the Food and agribusiness sector through rigorous Accelerator Mentorship Program (AMP), one-to-one mentoring, mock pitching, networking and fundraising through angel investors and venture capitalists.

The success of the earlier 6 cohorts of Agri Udaan has resulted in launching Agri Udaan 7.0 on 22 August 2024 with the sponsorship of NABARD and SBI. A total of 257 applications for Agri Udaan 7.0 from Agriculture and allied sectors were received from startups PAN India. Initial screening for the applications was carried out by a-IDEA team based on the eligibility criteria after which a total of 82 startups were shortlisted for the second round. Ultimately 21 startups advanced to the final round, out of which 17 promising scale-up stage startups were selected for the Demo Day pitching.

BIOFIZZ AGRITECH PVT. LTD.

Dr. Yuvraj Patil
(CMD)

Mr. Narender Kaushal
(CEO)

Dr. Sneha Tambat
(CTO)

AGRITECH

WWW.BIOFIZZAG.COM

ABOUT COMPANY

BioFizz AgriTech pioneers sustainable, innovative agricultural solutions that enhance productivity, ensure farmer safety and promote climate-resilient practices. Their advanced technologies empower farmers, reduce environmental impact and foster a healthier, more secure future. Committed to global impact, they strive to create a thriving agricultural ecosystem in harmony with nature.

PROBLEM STATEMENT

Health Risk:
WHO reports over 2 lakh farmer deaths and 30 lakh hospitalizations annually due to pesticide poisoning

Food Insecurity:
Uneven application results in high pest infestation and low nutrient availability, resulting in lower yields.

Climate Crisis:
Excessive solvents, plastic packaging and high carbon emissions leads to unsustainable environment.

PRODUCTS/ SERVICES

- Their flagship product transforms agrochemicals into patented effervescent tablets that dissolve in water, releasing precise doses of active ingredients for crop protection, fertilization and more.
- This innovative technology eliminates direct contact between farmers and harmful chemicals, significantly reducing pesticide poisoning and promoting safer farming practices.

BUSINESS MODEL

B2C: Branded product sales to farmers through distributors, retailers and digital platforms.
B2B: Supplying effervescent formulations to agrochemical companies under white-labeling agreements.
Export: Partnering with international distributors for exclusive market access.
Technology Licensing: Licensing its patented formulations and process know-how to agrochemical firms (country-wise, molecule-wise or crop-wise).

COMPETITIVE ADVANTAGES

Patented Effervescent Tablet Technology: Solvent-free, precision dosing for safer, efficient and eco-friendly agrochemical application.
Farmer Safety: Eliminates direct exposure to harmful chemicals, reducing pesticide poisoning risks.
Sustainability & ESG Compliance: Solvent-free, plastic-free and eco-friendly, supporting global sustainability goals.
Drone Compatibility: ULV Formula enable precision agriculture, reducing labor and enhancing efficiency.
Higher Productivity & Yields: Advanced nutrition technology improves nutrient absorption, boosting crop quality and growth.

ACHIEVEMENTS / RECOGNITIONS

- BioFizz Won Outstanding Innovation Award at PMFAI Dubai
- BioFizz has emerged as the winner at the Startup Kickoff Event
- Received the Krushi Sanman Award
- Recognized as India's Top 50 Rural Marketing Professional

CROPCOIN TECHNOLOGIES PVT. LTD.

Mr. Pankaj Pandey
(Co-Founder)

Mr. Ehtesham Farooqui
(Co- Founder)

AGRITECH

WWW.PEHLEJAISA.COM

ABOUT COMPANY

Pehle Jaisa envisions a self-reliant rural India—where villages produce their own gas, electricity and fertilizers. By converting waste into organic fertilizer and bio-energy right at the source, Pehle Jaisa helps animal husbandry farms turn waste into valuable resources, boost profits and keep their operations cleaner. Through local production, Pehle Jaisa aims to build a truly circular rural economy that promotes sustainability, resilience and lasting prosperity at the grassroots level.

PROBLEM STATEMENT

India's poultry and dairy farms face a waste disposal crisis with scattered manure causing biosecurity risks and environmental pollution. Centralized processing is inefficient due to high transport costs and poor traceability. Excessive chemical fertilizer use has degraded soil health, reducing productivity and contaminating food and water.

PRODUCTS/ SERVICES

- Installation & Technical Support to the waste centres - Their smart customized solutions for the animal husbandry industries empower them to convert their waste into high-quality value added fertilizers and bio-energy.
- Organic based value added fertilizers - Their high quality value added fertilizers made with rich organic matter as the carrier material help enrich soil fertility & improve crop productivity.

BUSINESS MODEL

- Integration with Animal Husbandry Farms – Instead of collecting waste for centralized processing, Pehle Jaisa helps these farms set up small-scale waste processing plants on-site.
- Transforming Waste into Value – The waste is converted into high-quality value added fertilizers and bio-energy right where it is generated.
- Buyback & Market Distribution – Pehle Jaisa purchases the processed fertilizer from these waste centers and sells it under its brand, ensuring quality, traceability and impact.

COMPETITIVE ADVANTAGES

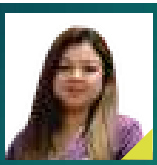
- Decentralized, asset-light production model with zero first-mile cost
- Use of organic matter as carrier material, unlike competitors who rely on soil, sand or silica
- Up to 60% lower production costs
- Superior nutrition content (10% organic carbon, plus essential macro and micronutrients)
- Strong team with proven experience in scaling integration-led businesses and building trusted brands

ACHIEVEMENTS/RECOGNITIONS

- Winner – Startup Maharathi Challenge (Startup Mahakumbh, Agri-Tech category): Secured ₹5 lakh grant for innovation in sustainable agri-inputs.
- Top 10 – IIMA Ventures x Kotak Bizlab Bootcamp: Among the top 10 startups selected nationally; awarded ₹15 lakh grant.
- Early Traction: Sold 500+ MT of fertilizer in FY24 & (INR 80 lacs). Expanded to 1,500+ MT in FY'25 (INR 2.4 crores). 2x growth season to season.

FRUVETECH PVT. LTD.

Dr. Jagadis Gupta Kapuganti
(Founder)



Dr. Aprajita Kumari
(Co- Founder)

Dr. Vittal Lakkineni
(Co- Founder)

AGRITECH

WWW.FRUVETECH.COM

ABOUT COMPANY

Fruvetech is an innovative startup dedicated to preventing post-harvest losses in the fruit and vegetable sector. By leveraging technology, Fruvetech aims to enhance preservation, storage, and supply chain efficiency, ensuring that fresh produce reaches consumers with minimal waste.

PROBLEM STATEMENT

Post-harvest losses in the fruit and vegetable sector significantly impact farmers, businesses and consumers, leading to economic losses, food insecurity and environmental waste. A large percentage of fresh produce spoils due to inefficient storage, poor handling and inadequate supply chain management, especially in developing regions.

PRODUCTS/SERVICES

Fruvetrans: A device that prevents spoilage of fruits and vegetables during transportation, serving as an alternative to reefer trucks. It slows ripening, reducing post-harvest losses.

Fruvefarm: Devices made from recycled plastic to enhance shelf-life at retailer and farmer levels. Equipped with solar panels for use in farmer fields.

Fruvebox: A dual-chamber device made from durable poly acrylic, designed for the storage and display of fruits in stores.

Fruvefresh: This gel based formulation sachet called Fruvefresh which can significantly enhance shelf-life and prevents spoilage of 40 types of fruits and vegetables.

BUSINESS MODEL

Their Business model is subscription for fruit stores, B2B selling, Sachets, berry safe pad selling to exporters, Importers, they a part of go to market strategy we will be building teams and performing trials and acquiring consumers from whole India and B2B segment. We also provide SAAS for devices.

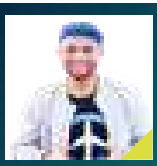
COMPETITIVE ADVANTAGES

The competing technology is refrigeration and farmers, transportation and distribution centres can't afford refrigeration as it is expensive. Their technology will be 50 times cheaper than refrigeration and low-income farmer can also afford our technology for transportation. Other competing technology is ethylene absorber which is extremely expensive in comparison to their technology.

ACHIEVEMENTS/RECOGNITIONS

- Recipient of National Startup Award 2022
- Recipient of UK-India Achiever Honours at UK Parliament
- Winner of C-CAMP Agritech challenge
- Winner of Indigram lab Agritech Challenge
- Winner of Tomato grand Challenge
- Recipient of MSME Award of Excellence
- Winner of IRMA Seed Cohort
- Recipient of BIRAC SEED
- Winner of CITI Social Innovation
- Winner of Biocyth BITS PILANI Agritech challenge
- Recipient of Fortunna Global Excellence Award 2024

SONATIVE PVT. LTD.



Mr. Adarsh S Punit
(Founder)

Mr. Sumit Kumar Singh
(Co-Founder)

FOOD & NUTRITION

WWW.SONATIVE.IN

ABOUT COMPANY

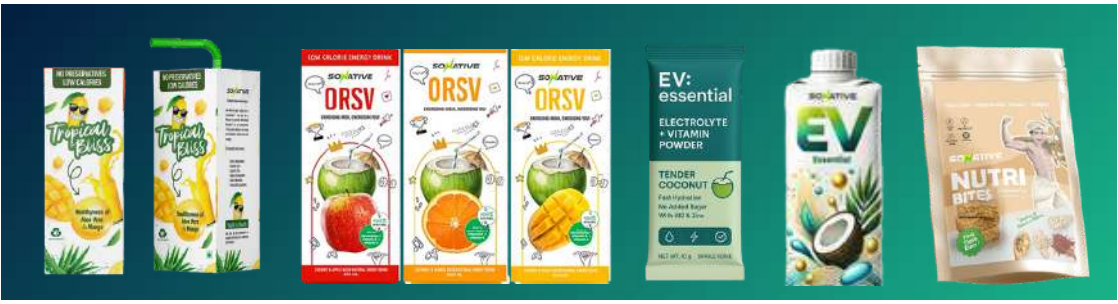
Nourishing Nutri positive refreshments powered by nature driven by science for healthcare and health conscious.
They empower individuals and communities with accessible, nutrient-dense food and beverages that fuel active lifestyles, bridge nutritional gaps, and prioritize planetary well-being.

PROBLEM STATEMENT

Busy urban populations struggle to find on-the-go options that are both functionally nourishing (free from artificial additives), made from natural and native ingredients and sustainably sourced, forcing compromises between health, convenience, and eco-conscious values.
The result? a growing demand for clean-label transparency, guilt-free nutrition, and planet-friendly accessibility which remains unmet, leaving consumers trapped in a cycle of suboptimal choices.

PRODUCTS/ SERVICES

ORSV: A micro-nutrition hydration energy drink providing guilt-free hydration for a healthy, active lifestyle.
Nutri Bites: An all-natural, plant-based, on-the-go snack offering essential nutrition for overall well-being.
EV (Electrolyte Vitamin): A functional micro-nutrition drink enriched with coconut water, electrolytes, vitamins, fibers and superfood extracts to boost daily vitality.



BUSINESS MODEL

B2B2C (Distributor Retailer Model)
Fitness Hubs: Supply gyms, yoga studios, and sports centres (Bengaluru: 1,200+ venues).
Health Retailers: Partnering with organic stores and pharmacies.
D2C (Quick Commerce)
Quick-Delivery Platforms: Blinkit, Swiggy Instamart and Zepto.

COMPETITIVE ADVANTAGES

- Focused distribution in Bengaluru's fitness hubs (gyms, parks, yoga centres) and partnerships with health communities for rapid adoption.
- Has Scalable Impact
- Has Repeat-purchase model (2x/month per customer) driven by brand loyalty and community engagement.
- Annual revenue potential of ₹67.2 Crores (Topline) and ₹24 Crores (Bottom Line) within Bengaluru alone.

ACHIEVEMENTS/RECOGNITIONS

- Recipient of Emerging Entrepreneur award by DIC.
- Recognized by Siddaganga Institute of Foundation as a dynamic entrepreneur impacting healthy lives

DASSONZ CONSUMER HEALTHCARE PVT. LTD.

Dr. Soumyakant Das
(Founder)

Mr. Piyush Soneja
(Co-Founder)

FOOD AND NUTRITION

WWW.CLEANVITALS.COM

ABOUT COMPANY

Their mission is to create impactful and innovative agri-based food products that empower people to achieve optimal health and well-being across all age groups. They intend to solve long term morbidities that impact the everyday living experience of people through clean, research based and medically validated nutrition

PROBLEM STATEMENT

About 70 million people in india and 1.71 billion people across the planet face musculoskeletal Problems which include osteoarthritis, osteoporosis, rheumatoid arthritis and regular back & joint pains musculoskeletal problems are long term morbidities that only worsen with age and are the leading cause of disabilities across the world; it impacts women more than men post the peri menopausal & menopausal phases

PRODUCTS/SERVICES

They have built a daily orthopaedic nutrition with globally sourced ingredients that have undergone clinical validations & studies and backed by solid long-term research by medical fraternity our nutrition orthyX enables collagen formation in bones & joints, reduces inflammation & pain, enhances calcium absorption and significantly slows down the velocity of musculoskeletal problems like osteoarthritis, osteoporosis, rheumatoid arthritis and back & joint pain

BUSINESS MODEL

They have an omni-channel strategy which includes distribution via pharma and doctor network through clinics, doctor pharmacies and hospitals .

We are collaborating with orthopaedics, rheumatologists,nutritionists,physiotherapists and general physicians for our product distribution concurrently, we are also selling our product via D2C route via our website and e-Commerce platforms

COMPETITIVE ADVANTAGES

Gender-Specific Formulations: Unlike generic products, they offer specialized men's & women's formulation

Orthopaedic Nutrition Strong Offline & Doctor Network: Unlike competitors with minimal offline reach, they prioritize doctor partnerships & offline distribution.

Veg Collagen Inclusion: They cater to a large vegetarian consumer base by offering veg type-2 collagen, unlike most alternatives.

Veg Glucosamine & Chondroitin: This combination is a globally prescribed formulation for orthopaedic problems; they are the first to have a Veg formulation of this combination ingredients with scientific

Validations: Every element that is a part of formulations has scientific validation studies and acceptance by medical fraternity rich content.

ACHIEVEMENTS/RECOGNITIONS

- Recipient of NIDHI PRAYAS Grant
- Recognition by Orthopaedic Surgeons and Recognition in Orthopaedic and Healthcare Events

PLANETGREEN TECH AND TRADE PVT. LTD.

Mr. Mihir Gandhi
(Founder & CEO)

Mrs. Rakhee Biswas Gandhi
(Co-Founder and Director)

Mr. Satrajit Banerjee
(Co-Founder and VP)

AGRITECH

WWW.CUPPATRADE.COM

ABOUT COMPANY

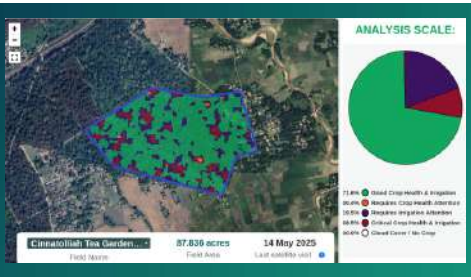
World's first Emarketplace and climatetech solution for the tea and coffee industry by integrating climate-resilient practices, technologies and features into one digital platform. Enhancing supply chain efficiency thru aggregation, focused on supporting and connecting climate resilient small tea and coffee growers with global buyers.CuppaTrade is promoting the third wave Tea and Coffee movement which shifts focus from convenience and quantity to quality, ethics, and the environment.

PROBLEM STATEMENT

- Climate change disrupting growing patterns
- Declining yields and cup quality
- Increased pest/disease outbreaks
- Opaque and inefficient supply chains
- No standardized quality grading
- Lack of trust, traceability, and data integrity
- Low adoption of tech and sustainable practices

PRODUCTS/ SERVICES

- Direct Market Access Domestic and International
- Reduction in 80% in cost of sales and 70% in Cost of purchase
- Quality Card PG Assessment
- One Platform for buyers - from all producing regions
- Smart negotiation tool
- 90% Faster Sales Cycle Time
- Upto 20% Price Appreciation
- 100% Traceability



BUSINESS MODEL

Transaction Fee + Aggregator Markup+ Data Insights

Sellers:

- Small Growers I Bought Leaf Factories
- Equipment & Farm Input producers

Buyers:

- Large and small buyers in domestic
- Large and small buyers International markets
- HORECA, D2C, Specialty Brands

Add-ons:

- API Access to Satellite Imagery and farm advisory
- Premium Blockchain Certification
- Carbon credits offsets

COMPETITATIVE ADVANTAGES

- First-mover in AI & blockchain for tea/coffee trade
- Domain Expertise & Industry Connects
- 90% faster sales, 80% lower costs
- Up to 20% better prices for verified growers
- 100% traceability and digital verification
- Smart contracts and sustainable trade verified on-chain
- Integrated ClimateTech Packages including Satellite imagery backed advisory
- Strategic Sustainability Partnerships

ACHIEVEMENTS/RECOGNITIONS

- More than 150 Million Kgs handled
- 200+ Active Producers (Represent approx 7% of India's Production)
- 15% volume contributed by International Operations(Nepal)
- 40% volumes - Large enterprise buyers
- 85% repeat buyers and producers
- Reduced 65mt of carbon emmissions

ELAI AGRITECH PVT. LTD.

Dr. Jital Shah
(CEO & Co-Founder)

Mr. Anand Nagarajan
(Co-Founder)

Mr. Aditya Chaturvedi
(Co-Founder & Product Head)

AGRI-FINTECH

WWW.ELAI.APP

ABOUT COMPANY

ELAI AgriTech Pvt. Ltd. is a Pune-based agri-fintech startup revolutionizing farm intelligence through the power of AI, satellite imagery and geospatial analytics. ELAI's core platform, Drishti Dashboard, delivers precise, real-time insights to help agri-enterprises, input companies and FPOs make informed decisions across the crop lifecycle.

PROBLEM STATEMENT

India's agriculture sector faces major inefficiencies in the pre-harvest phase due to lack of timely, location-specific data. This leads to challenges in crop planning, stress detection and harvest timing.

ELAI addresses these issues by offering:

- Real-time crop health monitoring
- AI-based crop stress alerts
- Accurate yield prediction
- Harvest scheduling insights

These tools enable early intervention, operational efficiency, and better financial planning.

PRODUCTS/ SERVICES

Drishti Dashboard is a live, pre-harvest intelligence platform designed to guide stakeholders through critical crop decisions before harvesting.

Built to operate even under cloud cover, Drishti ensures consistent and reliable insights for pre-harvest actions.

DRISHTI

BUSINESS MODEL

- B2B and B2G SaaS-based platform
- Subscription pricing for enterprise clients
- Custom integrations via API for large-scale agri or fintech deployments

COMPETITIVE ADVANTAGES

Pre-Harvest Precision: Deep insights ahead of harvest for proactive decisions

Scalable & Cost-Efficient: Built to serve large farm clusters at affordable rates

Seamless Onboarding: Plug-and-play dashboard and APIs

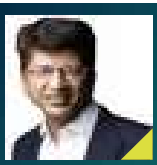
Cross-Crop Compatibility: Supports diverse crops and geographies

All-Weather Analytics: Resilient against cloud disruptions and data gaps.

ACHIEVEMENTS / RECOGNITIONS

- Awarded ANIC 2.0 Grant by Atal Innovation Mission (NITI Aayog)
- Selected for NIYAM grant.
- On boarded one revenue client four POC's online across various geographies

ERDE AGRO ECOSYSTEMS PVT. LTD.



Mr. Sanjiv Masalia
(Co-Founder and Director)

Mr. Sukrut Mehta
(Co-Founder & Non-Executive Director)

AGRITECH

WWW.ERDEAGRO.COM

ABOUT COMPANY

ERDE Agro Ecosystems Pvt. Ltd. company comes under Agricultural supply chain Sector. Their Company was established in January, 2022 with an ambitious aim of converting farms from chemicals base to organic farming while, providing better prices and infrastructure at lower risks.Their entire business models helping FPCs/FPOs for their capacity buildings activities

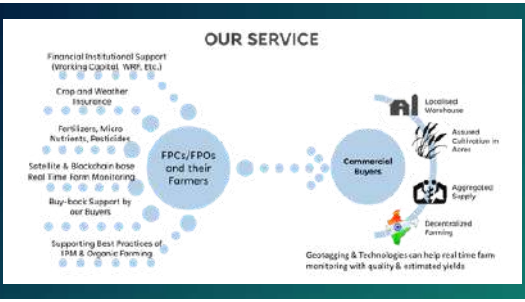
PROBLEM STATEMENT

Most Farmers struggle to sell directly to End-Users leading to issues in

- Quality of produce
- Trust in input supplies
- Accessibility to credible insurance
- Price assurance
- Supply security

PRODUCTS/ SERVICES

- Erde Agro Farm App - Satellite-based monitoring and analytics (powered by Irri watch-Hydrosat)
- Supply of seeds, fertilizers, micronutrition, pesticides, and input supplies directly from manufacturer and dealership with FPO/FPCs
- Soil Testing Services
- Contract Farming Services
- Insurance Services
- Financial Inclusion of FPOs and farmers



BUSINESS MODEL

Most Farmers struggle to sell directly to End-Users, Erde Agro Ecosystem bringstogether the farmers, best practices, and end-users to share value, increase transparency and build lasting trust.

Erde Agro Ecosystems is an agritech company providing end-to-end pre-harvest support to farmers through technology integration, quality input supply and guaranteed market access.

COMPETITIVE ADVANTAGES

- Pre-harvest Specialization
- Precision Technology
- Premium Pricing with Contract Farming
- FPO Centric Model
- Government Recognition
- Multiple Revenue Streams
- Veteran Leadership with on field experience
- Credit Enabled services
- Direct linkage to input manufacturers and commercial buyers

ACHIEVEMENT / RECOGNITION

- Recognized by ANIC 2.0 grant
- Received the Harvard Startup Award
- First private player to be appointed market channel partner of RIL for FOM and IFFCO products
- Business model recommended by Central Government to all state Agricultural bodies
- Access to 800 plus FPOs

HARVESTWILD ORGANIC SOLUTIONS PVT LTD

Mr. Manas Nanda
(Founder)

AGRITECH

WWW.BUBBLENUTWASH.COM/

ABOUT COMPANY

•BubbleNut Wash has developed an enzymatic extraction and low-cost purification process to produce Saponin from Soap nuts
• Saponins are used as the primary bio-surfactant for creating safe and eco-friendly cleaning products
•The enterprise has now identified other sources of bio-surfactant production such as chick-pea husk, quinoa husk.

PROBLEM STATEMENT

Forest / Hill communities from indigenous tribes in India have limited economic opportunities.
Jan-June is a period of deprivation due to lack of agriculture activities ; 400 percent more starvation deaths in Jan- June than rest of the year

PRODUCTS/ SERVICES

Our Product Range :

- Laundry Liquid
- Dishwash Liquid
- Floor Cleaner
- Fruits & Veggies Cleaner
- Bathroom Cleaners

BUSINESS MODEL

- The startup Procure waste resources from tribal communities using fair-trade principles.
- Develops bio-surfactants and formulates home cleaning products at a facility in Bangalore.
- Sales channels: Online marketplaces such as Amazon and Big Basket.

COMPETITIVE ADVANTAGES

- Proprietary enzymatic extraction technology ensures higher yield of Saponin at low energy costs.
- Direct sourcing from tribal SHGs ensures cost advantages and an ethical supply chain.
- Brand positioning as a socially impactful and sustainable alternative.

ACHIEVEMENTS/RECOGNITIONS

Recipient of DBS Foundation Social Enterprise Grant Programme
Recipient of Biotechnology Ignition Grant (BIG)
Recognized by Karnataka Grand Challenge (IKP)
Recognized by Louis Dreyfus Foundation
Recognized by Citibank Social Innovation Lab

BIO-ARYAVEDIC NATURALS PVT. LTD.

Ms. Vineetha A K
(Founder)

Mr. Arun Bhaskar
(Co- Founder)

AGRITECH

WWW.ARYAVEDICNATURALS.COM

ABOUT COMPANY

Bio-Aryavedic Naturals Pvt. Ltd. is a pioneering startup revolutionizing the fabric care industry by reducing environmental pollution from textile manufacturing. The company combines traditional Indian wisdom with state-of-the-art nanotechnology, using a Bio Hybrid composite nanocoating technology in its fabric care solutions.

PROBLEM STATEMENT

Traditional fabric care products often contain harmful chemicals, contributing to environmental pollution and fabric degradation. The lack of sustainable and effective alternatives limits consumer choices while also increasing carbon footprints in the textile industry.

PRODUCTS/ SERVICES

- Albedon Instant Fabric Ironing Stiffener Spray – A 3-in-1 eco-friendly solution acting as a stiffener, conditioner and antimicrobial agent.
- Eco-Friendly Sizing Agent – A sustainable alternative for the textile industry to strengthen cotton yarn without harmful chemicals.
- Albedon's greenhouse gas reduction capabilities

BUSINESS MODEL

Bio-Aryavedic Naturals follows a dual-channel the market strategy:

- **Retail & E-commerce**: Selling albedon globally on Amazon and other online platforms.
- **B2B & Institutional Sales**: Targeting corporate, textile industries and public sectors for bulk orders and industrial applications.

COMPETITIVE ADVANTAGES

- Proprietary Bio Hybrid nanocoating technology
- Eco-friendly, non-toxic, and free from liquid propellants or flammable gases
- Long-lasting antimicrobial effect for up to 35 days
- Time-saving and air-purifying properties
- 3-in-1 Solution (Stiffener, Conditioner & Antimicrobial)

ACHIEVEMENTS/RECOGNITIONS

• Recognized at Bharat Tex Expo 2025 by IIT Madras.
• Winner of the Women in Change Startup India Challenge Program.
• Winner & Top Performer of the IIMV Naaripreneur For Her Program (15 months, 4 phases, with participants from 24 states across India).
• Selected by the Propel Scheme through Amazon and successfully completed the first export to the USA.

MAJJIX VEGAN LEATHER PVT. LTD.

Mr. Vam Majji
(Founder and CEO)

Mr. Vinay Vinjamuri
(Co-Founder and COO)

Mr. Padam Matta
(CTO)

Mrs. Vijaya D. K. Majji
(Director & CFO)

Ms. Sowbhagya
(CCO)

WASTE TO WEALTH

WWW.MAJJIXLEATHER.COM

ABOUT COMPANY

Majjix Vegan Leather is a pioneering sustainable materials company that transforms waste mangoes and agricultural biomass into high-quality, cruelty-free, and eco-friendly leather alternatives. Utilizing their patented Pseudo-Corium technology, they offer a durable, biodegradable, and ethical solution to the fashion, automotive and luxury goods industries.

PROBLEM STATEMENT

Repurposes waste mangoes and agricultural biomass, reducing environmental pollution and promoting a circular economy.

Provides a cruelty-free, eco-friendly substitute to traditional leather, addressing environmental damage and animal welfare concerns.

Creates new revenue streams for mango farmers, encouraging sustainable cultivation and preventing the decline of mango orchards.

PRODUCTS/ SERVICES

A sustainable, cruelty-free leather alternative made from unused mangoes and agricultural biomass using proprietary *Pseudo-Corium Technology*.

Converts agricultural waste into valuable products, reducing landfill waste and creating a sustainable production cycle.

Provides mango farmers with additional income through waste utilization, supporting livelihoods and encouraging continued cultivation.

BUSINESS MODEL

Business & Profit Model:

B2B Sales, Strategic Collaborations, Partnerships

Direct-to-Consumer (D2C): Online sales for limited-edition vegan leather goods.

COMPETITIVE ADVANTAGES

Affordable Pricing: Compared to premium brands like Desserto and Piñatex, Majjix provides a more budget-friendly option.

Diverse Product Range: Unlike MYLO, which is also lower priced but offers limited variety, Majjix appears to cater to multiple industries (e.g., fashion, accessories, upholstery, or automotive).

Sustainability Appeal: Competing with eco-friendly materials like cactus (Desserto), pineapple (Piñatex), and mycelium (MYLO), Majjix likely uses an innovative bio-based material to differentiate itself.

ACHIEVEMENTS / RECOGNITIONS

- Grant Awarded – Successfully completed the Agripreneurship Orientation Programme & SAKSHAM 5.0 under RKVY-RAFTAAR at IIM Kashipur – FIED
- Receiving seed-stage funding from PUSA Krishi, ZTM & BPD Unit, ICAR-IARI.
- Top 30 National Recognition – Recognized among the Top 30 Agripreneurship Innovations and awarded by Vignan's Foundation for Science, Technology & Research.
- IFLC-23 Finalist – Selected as a finalist for MAGIC's IFLC-23, India's first regional association-led business incubator & SME accelerator, recognized by MSInS (Maharashtra State Innovation Society)

GREENAMOR VENTURES PVT. LTD.

Ms. Ardra S. Nair
(Founder)

WASTE TO WEALTH

WWW.GREENAMOR.IN

ABOUT COMPANY

Greenamor believe that the future of packaging lies in sustainability. Their goal is to create eco-friendly packaging that will definitely meet your industrial standards and also helps to preserve the planet. Through extensive research and development, they have crafted environmentally friendly options of composable containers from waste fibre.

PROBLEM STATEMENT

The cosmetic industry heavily relies on plastic-based packaging, contributing significantly to environmental pollution. While sustainable alternatives exist, they often lack affordability, durability and scalability, making adoption difficult for brands. Additionally, cosmetic companies hesitate to switch due to inconsistent supply chains, high costs and uncertain biodegradability claims.

PRODUCTS/SERVICES

They manufacture sustainable cosmetic packaging solutions using a proprietary blend of waste coir fiber and biopolymers.

BUSINESS MODEL

Greenamor operates on a B2B model, directly supplying sustainable packaging solutions to cosmetic brands and manufacturers.

COMPETITATIVE ADVANTAGES

Unlike competitors using virgin biopolymers, they upcycle waste coir fiber without removing lignin or using resource-heavy processing. This ensures minimal environmental impact while enhancing material properties.

Many sustainable packaging options are either biodegradable but fragile or durable but non-compostable. Their packaging strikes the perfect balance between strength, functionality, and eco-friendliness.

They offer custom mold designs tailored for brands, ensuring adaptability across different cosmetic packaging needs.

ACHIEVEMENTS/RECOGNITIONS

- Featured in INDIAN EXPRESS, BETTER INDIA and online platforms like Open digest.
- They have raised Rs. 72,00000/- till date
- Recipient of (NIDHI SEED Funds, NIDHI PRAYAS, SISFS, KSUM Production Grant, Bootstrapped)
- Recipient 2 Patents Granted

TECHXEARTHSPACE PVT. LTD.

Ms. Swathi K J
(Founder & CEO)

Dr. G. L. Manjunath
(Co-Founder & CTO)

AGRITECH

WWW.TECHXEARTHSPACE.COM

ABOUT COMPANY

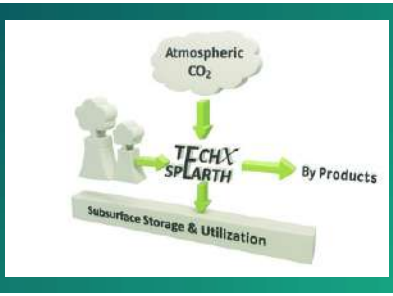
TechXEarthSpace is a pioneering climate-tech startup developing cutting-edge solutions in CO_2 capture, utilization, and storage (CCUS).
They proprietary Hybridized CCUS System integrates aerophysics, geomechanics, and chemical engineering to provide scalable carbon sequestration technologies.

PROBLEM STATEMENT

Industries emit vast amounts of CO_2, contributing significantly to climate change.
Existing carbon capture technologies face high operational costs and limited scalability.
They address these challenges by offering a cost-effective and energy-efficient CCUS solution.

PRODUCTS/ SERVICES

Hybridized CCUS System: A novel CO_2 capture and sequestration technology designed for industrial applications.
Agri-Tech: Utilization of CO2 in Soil Conversation and Enhanced Farm Yeilding Reservoir Simulation &
Geomechanical Analysis: Advanced modeling for CO_2 sequestration and storage optimization.techno-economic
Feasibility Studies: Providing industrial partners with customized CCUS implementation strategies, carbon credits and by-product sales



BUSINESS MODEL

B2B Model: Licensing and deployment of CCUS technology for industrial clients.
Consulting & Partnerships: Providing expertise on carbon sequestration projects.
Government & Grant-Funded Projects: Collaborating on policy-driven climate initiatives.

COMPETITATIVE ADVANTAGES

- Proprietary Hybridized CCUS System with a unique aerophysics-based approach.
- Scalable solution for diverse industrial applications.
- Strong academic and industry collaborations.

ACHIEVEMENTS/ RECOGNITIONS

- Recipient of NIDHI Prayas Grant
- Recognized by Climate Collective Foundation
- Recipient of TIDE 2.0 Grant from MeitY, Government of India
- Collaboration with IISc and IITs and leading research institutions for CCUS projects.

JESHRON BIOTECH SOLUTION PVT. LTD.

Dr.K. Chitra
Director & CEO

Ms. K. Evangelin Radha
Director

VETERINARY/ANIMAL HUSBANDRY

WWW.JESHRONBIOTECH.COM

ABOUT COMPANY

Jeshron Biotech is a pioneering veterinary biotech company providing innovative and eco-friendly solutions for livestock health management. With a strong focus on mastitis prevention, animal nutrition and breeding, and pet healthcare, they integrate cutting-edge biotechnology with practical livestock solutions. Their mission is to revolutionize veterinary care with accessible and sustainable innovations.

PROBLEM STATEMENT

Estrus Synchronization Challenges: Current intravaginal hormone delivery methods cause irritation and inflammation in bovines.

Infection Risk: Reuse of existing devices spreads infections among livestock.

Invasive & Complex Methods: Available products require expert intervention and are not user-friendly for farmers. Chemical-based mastitis treatments can cause side effects and antibiotic resistance. A safer, natural solution is needed.

PRODUCTS/ SERVICES

Progesterone Sponge: A revolutionary, non-invasive product for estrus synchronization in bovines.

Controlled Release Technology: Ensures precise hormone delivery without causing irritation or requiring removal.

Mastitis Management Solutions: Holistic approach combining diagnosis, treatment and prevention.

Veterinary Nutrition & Immunity Boosters: Amino Biotic Mix and Vita Booster.

BUSINESS MODEL

B2B & B2C Approach: Supplying to dairy farms, veterinary suppliers, and global dairy industries.

Direct Sales & Distribution Partnerships: Expanding reach via veterinary clinics, agri-tech startups and e-commerce platforms.

R&D and Licensing: Monetizing patented innovations through collaborations.

COMPETITATIVE ADVANTAGES

First-of-its-kind Transdermal Technology - No removal required, reducing infection risks.

4 Patents Filed, 1 Approved - Strong IP portfolio in veterinary biotech.

Eco-friendly & Farmer-Friendly - No expert assistance needed for application.

Regional Expertise – In-depth knowledge of Southern Tamil Nadu's livestock sector for tailored solutions.

Diverse Offerings – Wide range of feed, health supplements and sustainability-focused products.

ACHIEVEMENTS/RECOGNITIONS

- Recipient of BIG Grant by DBT-BIRAC for veterinary innovation.
- EDII IVP (Voucher A & B) Award for startup excellence.
- Winner at National Conference - Best Oral Presentation & Product Display.
- Recognized as Top 25 Women Startups
- Recipient of Best Woman Entrepreneur Award India.
- Recipient of ₹1.5 Crore funding from government grants

AQUAX PVT. LTD.

Mr. Sujeet Chaudhary
(Founder)

Mr. Mohanish Singh
(Co-Founder)

AQUACULTURE

WWW.AQUAX.IN

ABOUT COMPANY

Focused on Inland Fish Farming AquaX is full-stack tech enabled aquaculture eco-system where-in we not only do our own fish farming but also enable marginal farmers to do precision fish culture, handholding them using tech during whole life cycle , integrating them with our own retail centers/partners/market (D2C) doubling the profit margins for farmers Our solution is driven by IoT based precision fish culture to ensure sustainability and profitability of farmers and using bioscience to lessen carbon footprint

PROBLEM STATEMENT

Lack of complete eco-system for fish farmers at one platform leading to low yield, low margins and high risk for them.
Exploitation of fish farmers by middlemen lowers profit margins of fish farmers and sometimes even cause loss to them.
Unhygienic condition of fish market, inconsistency in Quality, Availability and Price for market/end consumer

PRODUCTS/ SERVICES

Providing complete eco-system to fish farmers ranging from inputs, expertise , advisory , market and technology along with financial assistance using Govt schemes like PMEGP,PMMSY etc. to do fish farming. Enabling fish farmers to reach directly to end consumers increasing their profit margins and improving unhygienic condition of selling fish in the market (using AquaWheel-our product) and feeding protein to the world.Our USP is Local produce and Local sale using technology to maximize profit margins of fish farmers and give access to fresh fish to end consumers.

BUSINESS MODEL

With Vision to be AMUL of Indian Fisheries-On backward side we handhold fish farmers and share profit with them.Revenue source includes sale of produce of partner farmers and own farms.Plan is to take cluster based approach by creating local entrepreneurs to achieve scalability.On forward linkage side directly connecting farmers to end consumers/market -increasing profit margin by 2X by eliminating middleman with our own live fish retail centers/tech enabled eco-friendly movable live fish centers(AquaWheel) -idea is to build a brand and franchise it.

COMPETITIVE ADVANTAGES

Focused on inland based aquaculture - specially north India. Own fish farms helps gain trust of local farmers Tight Coupling with Farmers with Op Ex support and not just selling advisory /inputs like others. Technology- AquaEye remotely monitors farmer ponds enabling us to scale and increase farmers yield/margins. On forward linkage side we share higher margins with farmers rather than just acting like giant traders in between farmers and market. We have deep market connects and our own tech enabled live fish centers. Produce local sell local increases profit margins

ACHIEVEMENTS/RECOGNITIONS

- National Best Fish Farmer (Inland)Award 2022 - by Govt. Of India and NFDB
- AquaEye - usage of IoT device for remote monitoring of fish ponds
- AquaWheel - IoT enabled live and fresh fish movable vehicle for sale
- Own Hatchery with capacity of 2 mnfish seeds/annum
- PAT positive from past 3 years and growth rate of 200%
- Investment by iHub Divyasampark (current round)

ARIVIYA DEEP TECH PVT. LTD.

Dr.Chinnadurai Annamalai
(Co-Founder)

Dr. Sivakumar Muthusamy
(Co-Founder)

VETERINARY/ANIMAL HUSBANDRY

WWW.ARIVIYA.COM

ABOUT COMPANY

Ariviya is a deep tech firm that uses science to solve real-world problems. It is a Nano biotech start up that provides integrated milking solutions to improve dairy farms' sustainability with awareness of clean milk production. Ariviya explored their products which are Biopolymers based, in the vast commercially "viable" market in an animal healthcare system, such as the udder care technology, pet animals and poultry farms.

PROBLEM STATEMENT

Mastitis is a deadly bacterial disease of milch animals over the Udder. It causes massive loss to the dairy economy due to loss of quality and quantity of milk and sometimes loss of the cow itself. It is one of the most frequent diseases in the dairy industry, causing an economic loss of ₹7000 crores in India. It is a big challenge for the dairy industry in keeping up with the milk quality and quantity.

PRODUCTS/ SERVICES

- Programmable and fortified natural biopolymer
- A green synthesis process has been adopted for the formulations.
- An eco-friendly, non-toxic, almost natural extract.
- Minimizing the usage of chemicals in the cow udder and disinfectant area.

BUSINESS MODEL

B2B (Business-to-Business): Target dairy companies such as Prompt, Lactalis India, Aavin, Vijay, Nandini, Amul and Mother Dairy.

B2C (Business-to-Consumer): Sell directly to individual dairy farmers and village cooperatives to ensure product adoption at the grassroots level.

S2G/B2G (Start-up-to-Government& Business-to-Government): Partner with government cooperative sectors like Aavin, Nandini and Amul to integrate into large-scale dairy supply chains.

COMPETITIVE ADVANTAGES

Recognition Market Position: Smaller market share compared to industry leader DeLaval.

Cost Advantage: Low cost at ₹5/day/cow, significantly cheaper than competitors (₹10-₹16).

Unique Selling Point: Only biodegradable, natural and edible products in the market.

Ensures safety for livestock, unlike competitors.

Global Potential: Can expand internationally like DeLaval, Neogen and GEA.

ACHIEVEMENTS/RECOGNITIONS

Selected for SBI Foundation-C-CAMP Antimicrobial resistance fund 2.

A Member of Stanford Seed Spark Cohort

Received StartupTN TANSEED 3.0 seed grant

Selected for Start-up India seed fund scheme

Recognized by DETTOL's Innovate with Purpose Challenge Winner by INVEST India, Govt. of India

Selected for final round in DBT BIRAC-BIG Grant 24.

SAND BIRD PVT. LTD.

Mr. S. Bala Surya
(Co-Founder & CEO)

Mr. Ajith Kannan
(Co-Founder & CPO)

AGRI MACHINERY

WWW.SANDBIRD.IN

ABOUT COMPANY

A smart agri tech enterprise working on eco- friendly and high ROI power tiller to ease the efforts of low income farmers

PROBLEM STATEMENT

Agri equipment Rental agencies- Spend 50% of revenue (INR 14 Lakhs in 3 years) on operating tillers and tractors due to high driver fare, fuel expense and unpredictable maintenance.

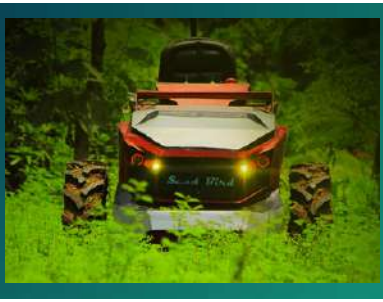
Farmers- As an effect of high OPEX the farmers end up spending 15% of revenue on renting agri equipment.

PRODUCTS/SERVICES

A smart electric tiller with 10x lower opex with which the framers do all farming operations with just 4 buttons they have to operate with.

Rental agencies get INR 2.5 Lakhs more profit in 3 years of operation.

Farmers can now rent at 25% lower rental cost even with 35% higher profit for rental agencies.



BUSINESS MODEL

B2C2C where it is sold to rental agencies at INR 6 Lakhs per product who in turn rent to low income farmers at INR 450/ hr.

Customer: Agri Equipment rental agencies and direct farmers

COMPETITIVE ADVANTAGES

- Sand Bird's Magma comes as an alternate to conventional power tillers, which offers 3x lower lifetime expense for rental agency and 25% lower rental cost for low-income farmers.
- Changing attachments for doing different farm operation is reduced by 3-fold without changing oil thereby increasing versatility of machine.
- Semi autonomous technology reduces the driver fare to be spent for farmers and rental agencies.

ACHIEVEMENTS/RECOGNITIONS

- Sand Bird was awarded Diamond Award for Emerging Innovation in E Mobility domain at India Smart Utility Week which has been backed by 6 Ministries from Govt of India.
- Signed LOI with Penta Astra, a South Korean firm for exporting to Indonesia.
- Rented to over 300+ acres of farm land and generated 4POs.
- Demonstrated to Thiru. Murugesan, CE- Agri Engineering Department, Govt of Tamil Nadu

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START-UPS ACCELERATED IN AGRI UDAAN

AGRI UDAAN 1.0

FLYBIRD Siri · Karna Candy · AGNEXT · LIVING GREENS ORGANICS PVT. LTD. · InnerBeing · AUXIN Crop Consultants · CHEERMAP FOODS

AGRI UDAAN 2.0

deLIMOS · wave · JIVABHUMI · GEN AGRITECH · INTELLO LABS · GROW FIELD · agricx · Odaku · smoolies

AGRI UDAAN 3.0

AMVI CUBE · KRISHITANTRA · Hydro Greens · SNRAS SYSTEMS · PoultryMon Smart Monitoring · BariSolabi · AURAPHYLL · NCCL

AGRI UDAAN 4.0

BORLAUG WEB SERVICES · URBAN PLANTS · FarmOR · GenFlow Ai · INVENTOHACK · BMH TRANSMISSION · CHIMERTECH PRIVATE LIMITED · KhetiGaadi

AGRI UDAAN 5.0

ORGANIKNESS · Univia · MARUT DRONES · AgriVijay · anitra · Auspice · INAV · Contrivation Labs · The AgSenses · Agriotics · CisGEN · आटाWARE · Bee Basket

AGRI UDAAN 6.0

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