PITCHBOOK

AGRI UDAAN®8.0

Food and Agribusiness Accelerator

a-IDEA

Association for Innovation Development of Entrepreneurship in Agriculture

COHORT OF AGRI UDAAN® 8.0

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About a-IDEA

a-IDEA, is a Technology Business Incubator (TBI) hosted by ICAR - National Academy of Agricultural Research Management, Hyderabad (ICAR - NAARM) & supported by NSTEDB, DST, DBT, MieTY, MSME, NABARD & SIDBI. Since 2014, a-IDEA has been supporting startups across 14 domains of agriculture and allied sectors. a-IDEA aims to help entrepreneurs ideate, incubate and accelerate their innovative early-stage startups that are scalable to become competitive food and agri-business ventures through capacity building, mentoring, networking investment and advisory support. These startups are in turn disrupting the value chains of agriculture across farm gate to food plate, thereby impacting the lives of farmers, rural and urban stakeholders.

Vision

To build a world-class agri-entrepreneurial ecosystem that transforms Indian agri-food system through innovation, technology and sustainable value creation.

Mission

To nurture and scale innovation-driven agri-ventures through mentorship, ecosystem partnerships and investment facilitation.

About AGRI UDAAN

AGRI UDAAN is India's first Food and Agribusiness Accelerator Program. a-IDEA launched AGRI UDAAN 1.0 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 across the country is currently being supported by NABARD. It is a 6-month 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-on-one mentoring, group mentoring, pitch refinement, mock pitching, networking, and fundraising through angel investors and venture capitalists.

Borse Automotive Pvt. Ltd.

"Empowering Farmers with Autonomous Technology"

Sector: Agri Mechanization

Date of Incorporation: 2022

Website: www.borseautomotive.com

Core Team

Shekhar D. Borse
Founder & CEO

Radhika S. Borse
Founder & CHRO

Rohit D. Borse
Founder & COO

Company Overview

Borse is an agritech startup focused on developing autonomous unmanned ground vehicles (UGVs) and intelligent farming solutions. We design and manufacture advanced robotic vehicles capable of performing multiple agricultural operations with minimal human intervention. The startups autonomous UGVs are engineered for applications such as pesticide spraying, crop protection, material transportation and other farm-related activities.

Competitive Advantage

A multi-purpose autonomous UGV delivering high payload, precision farming, cost efficiency, safety, and scalability for sustainable, affordable smart agriculture.

Business Model

Borse Automotive generates revenue through autonomous UGV sales, equipment-as-a-service, maintenance contracts, spare parts, technology licensing, and government projects serving farmers, FPOs, agribusinesses, and institutions with scalable, cost-effective agricultural automation solutions that enhance productivity, reduce labor dependency and improve farming efficiency.

ASSIST M1 an AI-powered autonomous electric vehicle

Products & Services

- Autonomous Agricultural UGV: Self-driving vehicle for farming operations.
- Smart Crop Protection System: UGV-mounted precision spraying solution.
- Autonomous Farm Transport Platform: High-payload vehicle movement of inputs and harvested produce.
- Precision Agriculture Solution: Data-driven automation tools for crop productivity.

Total Investments

₹ 1.16 Cr

Employee Count (Nos.)

12

IPR

1 Patent filed for spraying operations

Achievements

- 2nd Runner-up at Maruti Suzuki Nurture Cohort 3 of Grand Idea Hunt (2026)
- Winner of the Best Pitch Award at iTech India 2025
- Showcased 'Assist Rover' at AgroVision India 2025
- Showcased at NexGen Mobility Show 2025 among leading EV and autonomous mobility startups.

Location

Nashik, Maharashtra, India

Farm Vaidya AI Tech Pvt. Ltd.

"Sustainability with Voice Agents"

Sector : AI in Agriculture

Date of Incorporation: 2025

Website: www.farmvaidya.ai

Core Team

Ramadugu Praveen
Founder & CEO

Gollu Jyotsna
Founder & COO

Company Overview

The company focuses on building the Generative AI and Voice technology stack for agriculture in Indian languages. Agri enterprises can build, test and deploy voice agents to reach their customers in real time with Zero Language, Zero literacy and Zero digital barrier voice agents.

Competitive Advantage

The startup has agri domain STT, SLM in Agriculture (Nvidia Partnership), Vernacular Agriculure AI, Custom LLM

Business Model

The startup uses a B2B model which includes subscription plans with per-minute pricing, pay-as-you-go charges for campaigns, enterprise onboarding with annual licensing, and STT API usage fees. It serves agri companies, KVKs, and NGOs offering scalable, flexible solutions for farmer engagement and outreach.

Farm Vaidya Dashboard

Products & Services

Sevak is an AI-powered platform enabling agriculture enterprises to engage farmers through multilingual voice interactions. It offers 24×7 support, personalized crop advisory, outreach campaigns, lead generation, and analytics, with human escalation and deployment across phone, WhatsApp, mobile apps, and web for smallholder farmers.

Total Investments

₹15 Lakhs

Employee Count (Nos.)

6

IPR

Drafting stage - Yet to file

Achievements

- Built India's first GenAI Natural Farming Voice Agent for Telugu farmers (Rythu Nestham Foundation).
- Best Social Impact Startup – YNOS, IIT Madras (2026).
- Founder Summit Winner – MeitY & GITAM (2026).
- Featured by IFPRI & CGIAR for AI advisory innovation.

Location

Vishakapatnam, Andhra Pradesh, India

Fodfarm Livestock Pvt. Ltd.

"Farm - Feed - Future"

Sector : Animal Husbandary

Date of Incorporation: 2024

Website: www.fodderly.in

Core Team

Gaurav Chaudhari
Founder & CEO

Ramesh Chaudhari
Founder & CTO

Sunit Gulati
Founder & COO

Company Overview

Fodderly is an Indian agritech marketplace by Fodfarm Livestock Pvt. Ltd. connecting livestock farmers, fodder growers, and traders. It enables direct, brokerage-free transactions via a mobile app, supports regional languages, offers real-time pricing, and facilitates logistics, improving transparency, efficiency, and margins across animal feed and fodder supply chain.

Competitive Advantage

Fodderly organizes India's fragmented fodder trade via a village Fodderman network, tech-driven tools, assured sales, transparent margins, full product range, and sustainability metrics—creating a scalable, trusted, and defensible agritech ecosystem.

Business Model

Fodderly operates an asset-light, partner-led model where partners invest in infrastructure while it provides brand, tech, and guaranteed offtake. It earns 20% platform margins, partner fees, B2B bulk sales, and tech services. Foddermen aggregate at village level, partners process, and Fodderly distributes. A 20/10/70 revenue split ensures transparency and removes partner market risk, enabling rapid, scalable growth.

Fodderly App Platform to sell

Products & Services

The startup sell TMR (Total Mixed Ration), silage, and dry fodder. The startup also provides livestock and fodder loans and fodder credits for farmers who need financing support to expand their herds.

Through the multi-lingual first Fodderly app and village-level Fodderman network, NutriCalc-based ration planning, transparent pricing, assured quality, and doorstep delivery is offered.

Total Investments

₹53 Lakhs

Employee Count (Nos.)

12

IPR

Trademark application filed – under process

Achievements

- Startup Runner Award – TiE Vadodara 2025 (Gujarat Region)
- Millionaire Farmers Award – Krishi Jagran for wealth creation through innovation.
- 1st Runner-Up – CHARUSAT Pitchathon (Gujarat Region)
- Selected in herStart-GUSEC and UNEP-SAFFAL incubations
- Screened for Krishigram Nexum 2026 and India Seed 2026

Location

Ahmedabad, Gujarat, India

Justus & Hogland Nutrient Pvt. Ltd.

"Excellence in every layer"

Sector : Agri Inputs

Date of Incorporation: 2024

Website: www.justusandhogland.com

Core Team

V Govindegowda
Founder & Director

B S Madhusudhan
Founder & Director

Company Overview

Justus & Hogland Nutrient Pvt. Ltd. , a agri deep-tech startup, addresses declining farm returns through patented nutrient-use efficiency platforms and stage-specific crop nutrition programs. It enables higher productivity with up to 30% lower fertilizer use, backed by five patented technologies, a GMP-certified facility and 60+ products.

Competitive Advantage

Unlike commoditised agri-inputs, Justus & Hogland focuses on outcomes via patented nutrient delivery platforms, pharma-grade formulation expertise, in-house R&D, and stage-specific products creating a unique, unmatched position in India's market.

Business Model

The startup has B2C sales via dealers and FPOs, B2B institutional partnerships, and GMP-based CDMO services. With ₹300 ASP, ~50% margins, and 22–26% EBITDA potential, it targets South India horticulture first, followed by pan-India expansion and exports to Middle East, APAC and African markets.

Patented nutrient-use efficiency products

Products & Services

The startup J&H addresses nutrient inefficiency, stage-blind biostimulants, and soil degradation through WSF and micronutrient formulations, stage-specific Thimann biostimulants, and Carbonova bio-organics. Its Microshield encapsulation enables microbes in fertigation, improving yields, reducing inputs and restoring soil health sustainably.

Total Investments

₹ 8.75 Cr

Employee Count (Nos.)

16

IPR

- Soil remediation for heavy metals & pollutants
- Immobilization system for contaminated irrigation water
- Bioremediation for heavy metals in soil
- Multi-layer granules to boost earthworms
- 1-MCP–based postharvest preservation substrate

Achievements

- Selected and recognised by Elevate 2025, Government of Karnataka (K-Tech) a competitive state-level startup programme
- Accelerated under C-CAMP Karnataka Startup Advancement Programme
- Received international acceleration recognition from Startupbootcamp Singapore

Location

Bangalore, Karnataka, India

KIREAP Solutions India Pvt. Ltd.

"Enabling Intelligent Ecosystems for a Regenerative Future"

Sector : Blockchain, Frontier AI & Quantum

Date of Incorporation: 2025

Website : www.kireap.com

Core Team

Srinivasan Dwarakanath
Founder & Board Member

Mohit Sharma
Founding Investor

Sajjan Bajrangi
Founder & CTO

Company Overview

KIREAP is a 3-year-old - transforms' frontier technologies into societal advancements. Focused on Intelligent EcoSystem, promotes Digital Sovereignty through developing core proprietary (IP) full stack tech in Foundational (Frontier) AI Models (S/W) and Photonics Quantum Computer (S/W & H/W). Applying these tech, with SpaceTech and Blockchain in Agriculture and Remote Sensing (Agriculture, Monitoring and Insurance)

Competitive Advantage

Agnostic System of Systems fusing Blockchain, Quantum & AI rated 'Very Strong' vs Palantir, Microsoft, IBM on security (Post Quant. Cryptography), computing & forecasting accuracy. Only player overcoming agri data silos vs Indigo, DeHaat, Agrimp, Thrive Agric.

Business Model

BM1 Digital Bankable Contract (Agri SCO) – live, monetized. BM2 Digitalization of Quality (DoQ) – live, pre-revenue. BM3 Margin Redistribution (Agri Warehouse model) – in development. BM4 Remote Sensing Backbone – live, in discussion. BM5 Carbon Credit Accounting – in development. Net margin to scale 3%→6% by FY30/31 with BM1 can increase up >15% if BM2, 3 and 4 commercialized

Verticalising E2E Agriculture Value EcoSystem

Products & Services

- Agri Supply Chain Optimization (Agri SCO).
- Remote Sensing Agriculture (RSA)
- Remote Sensing Insurance (RSI).
- Digitization of Quality (DoQ): AI-based quality forecasting for SCO and RS
- Carbon Credit Accounting (planned FY27/28).
- Post Quantum Cryptography (planned 2027)

Total Investments

₹10.2 cr

Employee Count (Nos.)

20+

Intellectual Property

Trademark application filed – registration under process

Achievements

- Reached over 20,000 farmers, with 4+ off-takers onboarded, supported by 3+ logistics partners and 3 financial partners.
- Pilot roll-out completed with 15,000+ farmers; Digital Bankable Contract live & monetized with cum.
- Shortlisted in the Blockchain India Challenge in AI for satellite imagery (MeitY, Govt. of India)

Address

KIREAP Solutions India, Bengalore, Karnataka

Mycraft Foods Pvt. Ltd.

"Revolutionizing Tea Brewing with Smart Solutions"

Sector : Food Technology

Date of Incorporation: 2021

Website: www.ezybrew.co

Core Team

Ajit Kumar
Founder

Company Overview

EzyBrew is redefining how tea is served in India's food service industry through its innovative tea concentrate solutions. EzyBrew enables cafés, restaurants, hotels, hospitals, and corporate cafeterias to serve premium chai in under 30 seconds without traditional brewing. By combining convenience, consistency, and authentic taste, the company helps operators simplify tea preparation while enhancing customer experience.

Competitive Advantage

EzyBrew produces instant liquid tea concentrate delivering authentic chai taste in under 30 seconds, eliminating machines and skilled labor while ensuring consistency, lower costs and 60–65% operator margins.

Business Model

EzyBrew operates primarily through a B2B model, supplying tea concentrates directly to HoReCa businesses, cafés, bakeries, hospitals, and corporate food service operators. The company focuses on helping customers increase beverage revenues while reducing labour dependency and operational complexity. With over 95% of sales coming from institutional customers, EzyBrew is building the infrastructure to become the preferred chai solution for India's food service industry.

Tea Concentrate Package

Products & Services

EzyBrew Instant Liquid Tea Concentrate is a ready-to-use tea solution designed for convenience without compromising on authentic taste. Crafted using premium tea extracts and natural flavors, it enables quick preparation of consistent, café-quality tea in seconds just mix with hot water or milk. Ideal for households, offices, and HoReCa segments, EzyBrew ensures uniform taste, reduced preparation time, and zero wastage, making it a smart and scalable tea solution.

Total Investments

₹45 Lakhs

Employee Count (Nos.)

4

IPR

Patent Filed- Indian Patent Application No. : 202241007482

Achievements

- Selected in DST NIDHI Accelerator SSIIE, Tirupati
- BIRAC SPARSH Fellow (IIMCIP)
- NIDHI-PRAYAS (a-IDEA, ICAR-NAARM)

Location

Hyderabad, Telangana, India

Oxy Harvest ClimateTech Pvt. Ltd.

"Living Climate infrastructure with Algae"

Sector: Climate Change & Sustainability

Date of Incorporation: 2025

Website : www.oxyharvest.com

Core Team

Harjaap Singh Mann
Founder & MD

Arvinder Mann
Founder & Director

Company Overview

OxyHarvest ClimateTech Pvt. Ltd. builds scalable algae-based systems using photobioreactors, IoT and data to capture carbon, purify air, treat wastewater and produce biomass. Its circular solutions enable industries to reduce emissions, recover resources, and create high-value bioproducts across sectors sustainably.

Competitive Advantage

OxyHarvest is a scalable, capital-efficient platform that converts emissions, wastewater, and sunlight into valuable algae biomass, enabling decentralized carbon capture, carbon credits, and high-value bioproducts through a circular waste-to-wealth model.

Business Model

OxyHarvest operates a diversified, multi-revenue model across air purification, biomass and wastewater treatment. It earns from hardware sales, subscriptions, and maintenance, while generating recurring income through biomass-derived bioproducts and carbon credits. Its algae-based wastewater solutions provide treatment-fee revenues, enabling a scalable, asset-light model with long-term contracted income streams.

Modular photobioreactor platforms that can be deployed for large-scale algae farming

Products & Services

OxyHarvest delivers end-to-end algae-based climate solutions, including indoor air purification, modular photobioreactors, wastewater treatment integration, outdoor carbon capture, biomass production, and algae biorefineries that convert biomass into high-value bio-based products, creating a scalable circular waste-to-wealth ecosystem

Total Investments

₹2.5 Cr.

Employee Count (Nos.)

14

IPR

- Dual Chamber Unibody Photo Bioreactor and Air Purifier (445897-001)
- Dual-Purpose Roadside Billboard with Integrated Algae Bioreactor (456522-001)

Achievements

- MoU in advanced stage of discussion with L&T for algae based applications in some business verticals
- MoU in advanced stage of discussion with a large Waste Management and Sustainability Company for joint projects for Algae Retrofits to WTP / STP
- MoU in advanced stage of discussion with Large Foods company for algae ingredients uptake

Location

Gurugram, Haryana, India

Rizzome Sustainable Solutions Pvt. Ltd.

"Convert organic waste into nutrient rich compost."

Sector : Waste to Wealth

Date of Incorporation: 2024

Website : www.rizzome.com

Core Team

Hemantha PD
Founder & CEO

Rahul Suthar
COO

Sanjith V
CTO

Company Overview

Rizzome helps poultry farms convert organic waste into nutrient-rich compost, sustainably and intelligently. The startup develops decentralized, biosecure composting systems for organic waste, with a focus on poultry carcass management - a neglected and biohazardous challenge.

Competitive Advantage

The startup is India's only poultry waste composter which is 4x more affordable than imports, is modular, scalable and easy to install, with decentralized manufacturing, compost buyback for farmer income and processes all organic waste.

Business Model

The startup revenue is generated through one-time composter sales to poultry farms, recurring microbial culture supply, annual maintenance and turnkey services, and a compost buyback model where compost is processed, branded, and sold into premium agricultural markets.

Poultry Waste Composter

Products & Services

The startup develops decentralized, biosecure composting systems for poultry carcass and organic waste management. Its modular continuous composter converts waste into high-quality compost within a fully enclosed chamber, offering a low-energy, low-labour solution. Designed for easy rural deployment with a durable, cost-efficient structure, it provides a scalable, sustainable, and ROI-positive approach to poultry waste management.

Total Investments

₹ 1.6 Cr

Employee Count (Nos.)

4

IPR

Patent filed (Application no.: 202641084819)

Achievements

- Runner up of CII Innoverge 2025
- Featured in Asian Agribiz – Poultry Tech Magazine
- Selected for Miller Center Accelerator (MCA) Social Entrepreneurship

Location

Bengaluru , Karnataka, India

Saptkrishi Scientific Pvt. Ltd.

"Connecting Agridots"

Sector : Post Harvest Technology

Date of Incorporation: 2019

Website: www.saptkrishi.com

Core Team

Nikky Kumar Jha
Founder & CEO

Ankit Kumar Jha
Founder & COO

Company Overview

Saptkrishi Scientific Pvt. Ltd. is developing decentralized, solar-compatible cooling solutions like Sabjikothi to reduce post-harvest losses, extend shelf life and boost incomes. With 3,000+ deployments, it strengthens climate resilience, food security and livelihoods for farmers and vendors.

Competitive Advantage

Saptkrishi delivers decentralized, solar-compatible cooling solutions using microclimate technology to reduce post-harvest losses by 30–40%, extend shelf life, and improve farmer incomes through affordable, scalable, and climate-resilient innovations.

Business Model

Saptkrishi operates a diversified B2C, B2B, B2G, and B2I model, generating revenue through direct sales, institutional partnerships, government procurement, dealer networks, and financing support. Its additional income comes from solar add-ons, after-sales services, AMCs, and future IoT-based solutions, enabling scalable adoption and sustainable impact across agricultural value chains.

Sabjikothi Jumbo for microclimatic cool rooms

Products & Services

Saptkrishi offers decentralized solutions including Sabjikothi fabric for farm storage, Sabjikothi cart for vendors, Sabjikothi jumbo for microclimatic cool rooms, and Hybrid Solar dryers. These energy-efficient, solar-compatible systems reduce post-harvest losses, extend shelf life, enable value addition and improve incomes across the agricultural value chain.

Total Investments

₹15 Lakhs

Employee Count (Nos.)

24

IPR

3 Patents

Achievements

- WWF Climate Solver Award winner
- Recognized by the United Nations – Solved Challenge
- Winner – 3M-CII Young Innovator Challenge
- Selected among Top 15 Young Sustainable Entrepreneurs (YSI, Norway)
- Featured on Shark Tank India, The Better India, YourStory, WWF India, SPAN Magazine

Location

Bhagalpur, Bihar, India

Smartu Innovations Pvt. Ltd.

"GramIQ an AI Powered Farm Intelligence Platform"

Sector : Data & AI in Agriculture

Date of Incorporation: 2024

Website: www.gramiq.ai

Core Team

Sachin Farfad Patil
Founder & CEO

Nishant Burnase
Founder & CPO

Company Overview

GramIQ is an AI-powered farm intelligence company that helps smallholder farmers improve productivity and profitability through data-driven decision-making. By digitizing farm activities and generating verified farm-level insights, GramIQ enables agribusinesses to engage farmers more effectively and deliver measurable outcomes.

Competitive Advantage

GramIQ integrates multilingual WhatsApp, app, and voice AI with farm management, profitability tracking, and rewards, creating a strong first-party data moat, deeper engagement, and highly personalized, precision-driven farmer services.

Business Model

GramIQ operates a B2B2F (Business-to-Business-to-Farmer) model. Farmers access the platform free of charge, while agribusinesses, financial institutions, FPOs, and rural-focused organizations pay for farmer engagement campaigns, qualified lead generation, audience targeting, analytics, and data-driven advisory solutions.

AI-powered farm intelligence system

Products & Services

GramIQ offers a suite of solutions including digital farm record-keeping, farm profitability tracking, crop advisory, market prices, weather intelligence, AI-powered crop planning, and farmer rewards. For enterprises, the platform provides farmer engagement campaigns, audience segmentation, lead generation, analytics dashboards, and farm intelligence solutions.

Total Investments

₹4.6 Cr

Employee Count (Nos.)

09

IPR

- Proprietary algorithm to record and reflect on farm finances for small holder farmers in their native languages and AI model for crop disease prediction and advisory accessible via WhatsApp, Mobile app and voice call.

Achievements

- Presented capabilities at India AI Impact Summit & was amongst the top 10 out of 4500 Applications in “AI4Good” Track
- Recipient of National Agriculture Award, Startup Maharathi Award & Change Maker
- PR Coverage & multiple media coverage like TOI, Sakal, Lokmat, Inc42, HT Media, Deshonati & Agri-story

Location

Nagpur, Maharashtra, India

Techlanz Pvt. Ltd.

"Best Batteries for Drones"

Sector : Agritech

Date of Incorporation: 2023

Website: www.vouwl.com

Core Team

Vishal Ahuja
Founder & CEO

Vikram Gill
Founder & CBO

Company Overview

Techlanz is developing next-generation smart battery packs for agriculture, commercial, and defence drones. Our vertically integrated platform combines high-cycle battery packs, custom drone-grade BMS, and real-time battery intelligence to deliver industry-leading safety, reliability, and predictable performance. Techlanz is building the future of intelligent drone energy systems.

Competitive Advantage

The startup has developed vertically integrated in-house battery technology platform featuring a patented Battery Management System (BMS), customized algorithms, optimized thermal management, battery digital twin, and battery passport. It is engineered for intelligent monitoring, predictive analytics and mission-critical reliability.

Business Model

The startup revenue model combines Battery Packs (70%), SaaS(15%), BaaS (10%), and AMC (5%), ensuring recurring revenue alongside hardware sales. The startup is targeting Karnataka, Maharashtra, Andhra Pradesh, Punjab, Telangana, and Haryana by focusing on agriculture drones.

Smart drone battery packs

Products & Services

The startup offerings include smart drone battery packs, Battery-as-a-Service (BaaS), SaaS analytics, BMS mobileapplication, Battery Digital Twin dashboard, and Battery Passport, powered by in-house BMS hardware, custom battery algorithms, optimized thermal design, patented manufacturing processes, and copyrighted product

Total Investments

₹ 1.5 Cr

Employee Count (Nos.)

10

IPR

4 engineering patents (6 planned), 1 process patent (2 planned), and 2 design patents (3 planned)

Achievements

- Supported under Deep-Tech Innovation through the TiHAN Startup Program
- Awarded in EarthON Foundation USA SwitchON Foundation (Environment Conservation Society) Greenovation
- Selected in Karnataka Acceleration Network (KAN Cohort-2) organized & supported by Karnataka Digital Economy Mission (KDEM) IT BT Department, Karnataka,

Location

Bengaluru, Karnataka, India

Temperate Technologies Pvt. Ltd.

"Democratizing Cold Storage"

COLDEASY

Sector : Post harvest technology

Date of Incorporation: 2017

Website: www.coldeasy.in

Core Team

Vishal Singhal
Founder & CEO

Abdul Nazim
Head - R&D

Rishabh Anand
Head - Engineering

Company Overview

ColdEasy develops cooling and cold storage systems engineered for low-resource environments in the Global South. It is designed specifically for small farmers and vendors, the solutions feature a minimal physical and environmental footprint, integrate seamlessly within existing structures and supply chains, require no refrigerants, and consume significantly less energy than conventional systems.

Competitive Advantage

ColdEasy combines patented cooling technologies and a strong technical team with deep understanding of the customer needs. Its solutions address large, underserved markets.

Business Model

The startup sell products on a B2B2X model leveraging 20+ active on-ground partners and dealers across 9 Indian states, paired with direct enterprise sales for larger customers.

Dew point cooling and dehumidification

Products & Services

This solution enables efficient long-term storage of Rabi onions by significantly reducing storage losses from 7–10% to just 2.5–3% per month, while maintaining a low operating cost of approximately 15 paisa per kg per month and ensuring a quick payback within 1–2 seasons. Additionally, it supports short-term storage of vegetables, fruits, and flowers by doubling their shelf life, preserving freshness, and minimizing weight loss.

Total Investments

₹ 3.3 Cr

Employee Count (Nos.)

15

IPR

- Air Conditioning System With Dynamic Cooling Circuits (Patent: Published)
- Systems And Methods For Evaporative Cooling of Space (Patent: Published)

Achievements

- Winner of Techtonic Innovations towards zero food waste.
- Winner of Best Agri-tech startup 2022 by ICAR NAARM, Hyderabad.
- Winner of IIT Hyderabad ANTRA Hackathon.

Location

Hyderabad, Telangana, India

Glimpses of AGRI UDAAN 8.0

STARTUPS ACCELERATED IN AGRI UDAAN

a-IDEA

Association for Innovation Development of Entrepreneurship in Agriculture
(Technology Business Incubator)
ICAR-National Academy of Agricultural Research Management
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