

AGRI STARTUPS- BUSINES MODELS OVERVIEW

An agriculture startup is a company that applies technology and innovative business models to improve farming, food production, or supply chains. Unlike traditional farming businesses, these startups focus on data-driven solutions, automation, and sustainability to address modern agricultural challenges.

The agricultural sector in India is undergoing a transformation, driven by innovation, sustainability, and market dynamics. As the country strives for food security and economic growth, there are abundant opportunities for entrepreneurs to leverage emerging trends and technologies in agriculture. As the agricultural environment evolves, new opportunities for Agriculture business ideas to serve both home and international markets arise. These concepts include a wide range of parts of the agricultural value chain, from crop production to value-added products, and from technology-driven solutions to sustainable farming practices.

Details of few Agri startups in India and their business model furnished below

SN	Name of start up	Business Model
1	Ninjacart	A B2B platform for fresh produce, transforming the supply chain from farm to retail.
2	Way cool foods	Focused on food development and efficient distribution across India.
3	De Haat	An online platform connecting farmers to agricultural inputs, advisory services, and market linkages.
4	Big Haat	A digital marketplace offering farmers access to a wide range of inputs and technical advice
5	cropin	Providing big data and AI-powered precision farming solutions for farm management
6	Fasal	An IoT-based platform that helps farmers makes data-driven decisions for better crop yields.
7	stellaapps	Specializes in IoT and software solutions to optimize

		dairy farm management.
8	Bharat Agri	Offers a digital platform for farmers to access agricultural inputs and services.
9	Agrostar	Connects farmers with quality agricultural inputs and expert advice through mobile-based solutions.
10	Arya Ag	An integrated grain commerce platform that also provides storage services for farmers.
11	Intello labs	Provides AI-powered solutions for quality assessment of agricultural produce.
12	Bijak	This digital trading platform for farmers, buyers, and sellers in the agricultural sector provides a transparent marketplace and fair pricing for produce
13	Eco zen solutions	This company provides solar-powered solutions for the agriculture sector, including cold storage units that help farmers store perishable goods and solar-powered irrigation pumps.
14	Captain fresh	A B2B and B2B2C seafood marketplace that uses technology to manage the supply chain from harvest to retail
15	Aqua connect	This company uses AI and remote sensing to offer end-to-end solutions for fish and shrimp farmers, providing data-driven farm advisories and improving market linkages.
16	Kheti kheyti	Developed a "Greenhouse-in-a-Box," a low-cost, modular greenhouse that helps smallholder farmers protect crops from extreme weather, conserve water, and increase their crop yields significantly.
17	Sea6Energy	Specializing in seaweed, this company uses proprietary technology to cultivate and process seaweed into sustainable agricultural products like bio stimulants and food ingredients.

18	Marut drones	This company provides precision drones for agriculture management, which offer insights into soil health and assist with pesticide spraying and irrigation planning.
19	Khetigadi	The company gives full service of agriculture technology solutions.
20	kreshoKartz	Company located in Jaipur that provides soil advisory services and produces fresh farm agriculture products through a digital platform.
21	Farm2fam	distributes fresh agriculture products directly from farms to their customers and claims that customers receive fresh products that are farmed without any kind of pesticides and herbicides
22	Jaikisan	offers credit facilities to the farmers on their online platform.
23	Apna Godam	post-harvest solution mainly in the non-perishable category
24	Agrixlabs	connects operators of cold storage facilities with bulk consumers of agricultural products
25	Aibono	AgriTech Startup provider of farm management services in India
26	Agrowave	AgriTech Startups for supply chain management in India
27	Absolute	AgriTech Startups provide IoT and sensor-based farm control systems
28	Crofarm	To reduce food waste by enhancing distribution systems. It's a "Farm to Business" (F2B) business

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