

AGRIVIJAY-

'EMPOWERING FARMERS FOR TOMMOROW'

Founder: Vimal Panjwani (Founder & CEO) and Shobha Chanchalani (Co-Founder & Director)

Founded in- June, 2020

Headquarters- Pune

Website- www.agrivijay.com

Compiled by: Kiran Soni



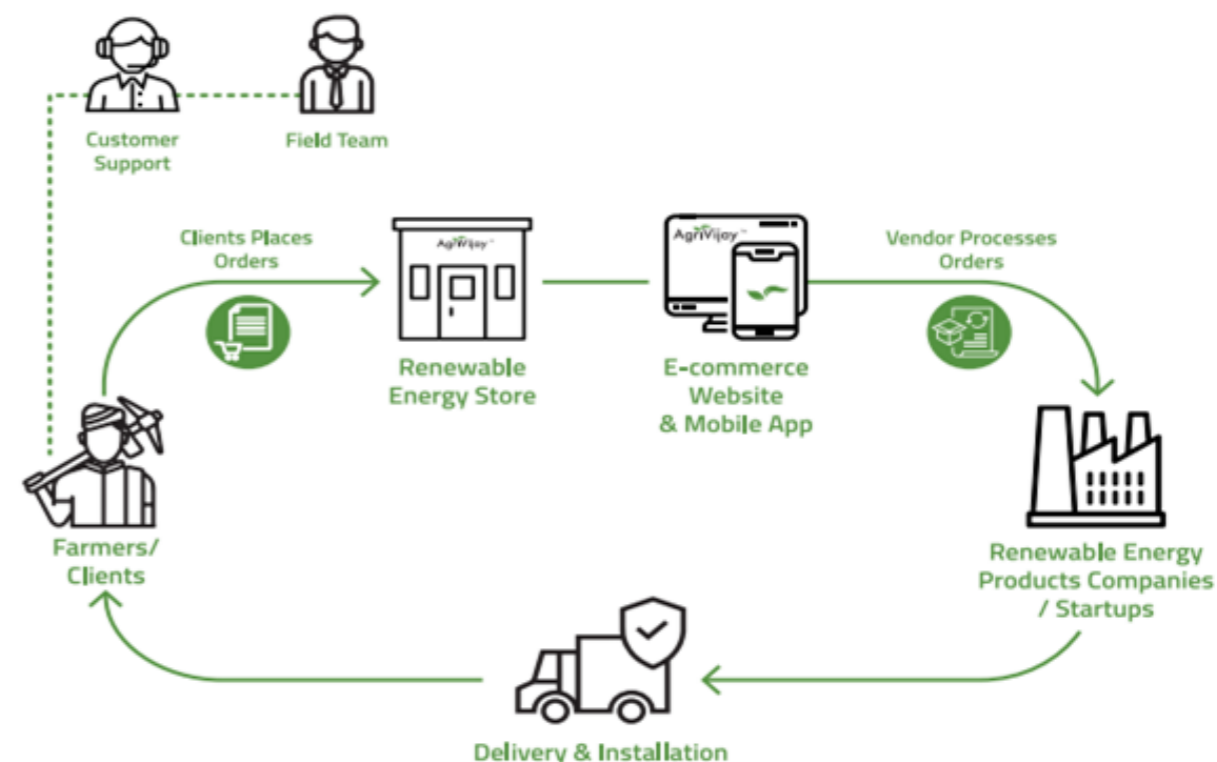
Vimal Panjwani has done his MBA in Agribusiness Management from SIIB, Pune. “In our country, more than 60% of the population are farmers. So, if we can convert them as Renewable Energy users not only will our farmers and country prosper but we can achieve the goal of a greener environment” states Vimal.

Shobha Chanchlani, a retired government officer has also been selected for the Rajasthan Women Entrepreneurship Program 2020 by the North India Office of the US Embassy, New Delhi among the several applicants. She feels proud of Vimal for taking up the task of empowering farmers’ life especially rural women who are still cooking on firewood. The initiative was started amidst COVID, June’ 20. It has been 11 months since the inception of AgriVijay, and they are growing rapidly despite tough times

ABOUT STARTUP

AgriVijay started their commercial pilot from December 20 and have generated US \$ 35,000/ 25.5 lakhs+ INR turnover in FY20-21 with Renewable Energy Products such as Solar Water Pump, Biogas & Solar Street light etc. making Farmers Energy Independent, increasing their savings along with contributing to the Climate Change.

AgriVijay is an offline & online curated platform of Renewable Energy Products meant for Farmers/ Agriculture. They are ‘Empowering Farmers for Tomorrow’ with Renewable Energy Products in Solar, Biogas, Wind etc. with Energy Advisory based Recommendations across India with close focus in the states of Rajasthan, Maharashtra and currently with an intent to serve Gujarat & Karnataka in the future. They try to understand Farmer’s energy needs along with the waste availability at his end before recommending or selling a Renewable Energy Product that fits his pocket.



AGRIVIJAY'S BUSINESS MODEL:

Farmers rely on fossil fuels such as diesel for running Gensets, Water Pumps, firewood for cooking, etc. They heavily rely on chemical fertilizers for their farms which impact the soil health in terms of nutrients and in the long run reduce yield or productivity. With the Biogas digester product offered by AgriVijay, the farmer can get rid of firewood. The Biogas Organic Liquid Slurry with efficient use of water for irrigation will enrich the soil health. Furthermore, there are multiple Biogas Digester options from multiple companies offered by AgriVijay.

A Solar water pump or a Biogas Genset can be a replacement for diesel and provides uninterrupted free power, unlike electricity which faces outages in rural areas. These assists farmers who grow perishables like flowers, vegetables, or fruits and even hydroponics. According to Vimal- “With an investment as low as INR 35000/- or with farmland of two acres, any farmer can implement renewable energy”.

The ISO 9001 certified model is backed by E-commerce Website, Call Centre, Field Sales Teams, and Branch Offices in Rajasthan, Maharashtra, and Gujarat. They began commercial ground operations in Rajasthan and Maharashtra and plan to enter Gujarat & Karnataka in 2021. The company is looking forward bring Green Energy Products such as E-tractors and start branch offices at Karnataka, Madhya Pradesh, and Tamil Nadu.

MISSION AND VISION

- AgriVijay is the fastest growing Pune based Agritech startup with vision focussed on:
- To Empower Every Farmer to become a Renewable Energy producer & consumer at the same time.
- To increase Farmer's Savings, Reducing the dependency on Fossil Fuels such as Diesel, Firewood etc along with contributing to the Climate Change.
- To support small companies/start-ups in the field of Renewable energy & Agritech by making their innovations/Products easily available for farmers for end usage.

ACHIEVEMENTS

AgriVijay has few numbers and awards to boast. They are a FICCI Awardee for Startup Awards 2021 - 'Top Agri Innovator in COVID times' & National Awardee of Indian Achievers Award for 2020 by Indian Achievers Forum & were selected as Top 100 Startups in the 6th Edition of South Asia Innopreneurs International Startup Contest organised by Lemon Ideas. The Startup has so far generated Rs 22.30 lakh in revenue.



AgriVijay is also incubated at AIC-ADT Baramati Foundation supported by NITI Ayog & Atal Innovation Mission, Indigram Labs Foundation supported by Department of Science & Technology, Govt of India & NIAM Agribusiness Incubator under RKVY-RAFTAAR scheme supported by Ministry of Agriculture, Govt of India.

SERVICES AND PRODUCTS

The startup has its own operating Call Centre, Field Sales Teams, Mobile App, Ecommerce Website with Unique Franchise Model known as - AgriVijay Renewable Energy Stores at the Village/Tehsil/Block level to penetrate the Renewable Energy Products Knowledge and Usage. Renewable Energy Products such as Solar Water Pump, Biogas & Solar Street light etc. are provided by them. The startup aggregator, thus, offers several products such

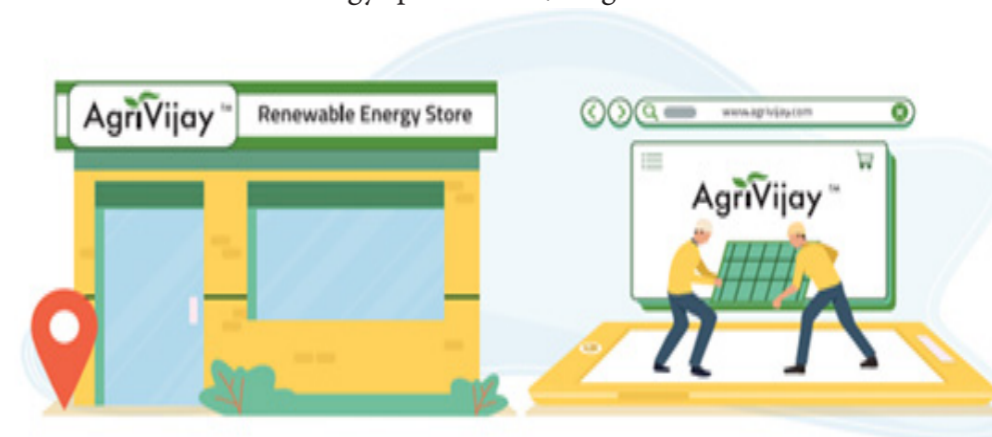
as biogas gensets, solar-powered water pumps, solar energy inverters, and solar water heaters to suit the specific energy needs of customers. Prices range from Rs 9,000 to Rs 35,000 for solar and biogas energy equipment. The startup sells mainly through its website, call centre, and social media channels. Farmers can also buy the products from the startup's offline stores in villages.

Our Branded Renewable Energy Products



WORKING AREA AND WORKING FORCE

AgriVijay is 12 member team in the states of Maharashtra & Rajasthan with 15 Franchisees known as AgriVijay Renewable Energy Stores to offer 100+ Renewable Energy Products offered by about 20+ partners in the Renewable Energy space - solar, biogas etc.



PROSPECTS

- AgriVijay is looking forward to open franchisee model by opening 'Renewable Energy Stores' at Taluka level village which will be not only 'One Stop Shop for Renewable Energy Products' for the Farmers but will also serve as 'After Scale Service Centres' - for products and services purchased by the Farmers in the village building trust and increased awareness of the benefits of the Renewable Energy for Agriculture/Dairy Farming.
- They are looking for Early Stage /Seed funding to help in scaling up & expanding their impact & Empower thousands of Farmers & Rural Households with Renewable Energy making them Energy Independent & contribute to the Climate Change.
- AgriVijay is looking for partner with startup/companies having 'Renewable Energy & Agritech Products & Services' meant for 'Agriculture' or 'Farmers' as an end consumer.