

"TRACTOR JUNCTION- A SMALL TOWN COUPLE JOURNEY"

Founders- Rajat Gupta and Shivani Gupta

Founded on- 15 September 2016

Place- Alwar, Rajasthan

Website- www.tractorjunction.com

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On 15 September 2016, Mr. Rajat Gupta laid the foundation stone in Alwar, Rajasthan. In an interview, he said that he was inspired by CarDekho and started a small startup called

Tractor Junction. Born in the tractor linked family in July 1991, Mr. Rajat Gupta was brought up in a family engaged into the tractor business over generations. He completed his B.Tech. from Amity University, Noida. After that, he also followed the trend to join the family business. Just after his degree, he stepped into the business of tractors. But he did not stop there, having a desire to leap further. The Family business proved to be his helping hand, which provided him all the relevant and detailed information about Tractors and Agriculture. He observed that the price transparency of farm machinery fluctuates according to the area and dealerships. While he was working in the business, an idea clicked in his mind to create a single online platform where every Indian farmer gets a fair and actual price of a tractor.

Rajat made a complete map of ideas in his mind. He shared his vision with his friends and family, and they responded, "Gaav Mai Bijli to Aati Nhi, Tractor Kon Online Dekhega." In November 2015, Rajat got married to Ms. Shivani Gupta who happens to be from an Agri trader family and has deep connections in rural Rajasthan. Just after their marriage, he shared his idea with her, and they started planning and researching on this front. Their main aim was to support farmers by providing a clear and transparent picture of the industry to learn about the actual price of the tractors. Their main objective was to empower Indian farmers by providing a transparent platform for tractors. After their marriage, they executed their idea to start an online platform, Tractor Junction.

ABOUT STARTUP

Rajat and Shivani religiously went on the path of fulfilling their dreams. Despite having ebbs-and-flows during the journey, they never turned back and continued to chase their dream. They made an authentic platform where details of all the tractors are available at their valid market price. As an improvisation to this, they also started a YouTube channel where they guide farmers about tractors and farm implements. Shivani did her MCA from GECA in Ajmer, thus acquiring and mastering the core knowledge of computers. She proved to be a thorough helping hand on the digital marketing front. As an add on - GoI's Startup India and Digital India campaigns, Tractor Junction got a new dimension.

THE MAIN IDEA OF THE MODEL

Tractor Junction aims to become the go to website for all tractors and farm equipment related requirements of the farmers. The plan is to make the website and its value proposition so attractive and sticky that it keeps pulling more and more farmers on to the website. Once achieved, various products related to tractor and farm equipment can be sold through the website. It reaches farmers on almost every possible social platform, including Facebook, YouTube, and others.

WORKFORCE BEHIND TRACTOR JUNCTION

It started with 3 employees and now has 70 employees working for the common goal. As a first, Tractor Junction recorded 3000 (approx.) traffic and now, 30 lakh (approx.) month on month traffic has been recorded. This could be accomplished due to sheer persistence and dedication of the team. Rajat and Shivani have been getting experts onboard, from different fields in the Tractor Junction family. They have brought Mr. Shailendra Sharma on the team, who is an expert in the field of Digital Marketing with a rich experience of over 13 years.

SERVICES AND PRODUCTS

The Tractor Junction is not tractor centric now. You can quickly get each farm machinery and equipment with every possible detail. All top brands tractors, harvesters, farm tools, implements and tyres are readily available in their specialized segments.

To cope with and cater to the linguistic diversity, Tractor Junction is now available in Hindi, Marathi, Telugu, and Tamil. Here, every farmer can get Tractor, Agri News, Agri-Business News, Sarkari Yojna and other updates daily. As per the record, more than 8500 tractors are listed on the Tractor Junction website in the last 3 months.

OTHER BUSINESS

1. Tractor Guru - It is the same model as Tractor Junction. You can get all the information regarding farm equipment and agriculture.

2. Truck Junction - Truck Junction is a new baby in the industry and a faster growing platform, taking its inspiration from TrucksDekho. In just a few months and persistent team effort, Truck Junction is competing with TrucksDekho, which is highly commendable. Here, you can get detailed information about commercial vehicles like trucks, tippers, tractors, transit mixers, 3 wheelers and many more.

3. GoPista - GoPista is a GPS Tracker

which is available at PlayStore. It comes with different unique features that track real time location. It is an incredible invention by the technical team of Tractor Junction under the leadership of Rajat Gupta.

Besides, Rajat started ITOTY (Indian Tractor of the Year Award). The award was hosted by Tractor Junction in 2019 in Delhi and recently had been organized online in the wake of the ongoing pandemic.

The month-on-month throughput of the websites are-

- Tractor Junction - 30 lakh approximately
- Tractor Guru - 8 lakh approximately
- Truck Junction - 2 lakh approximately

SERVICES PROVIDED BY TRACTOR JUNCTION

- ✿ They started awareness among the farmers by providing the actual value of tractors and other farm equipment.
- ✿ Tractor Junction provides accurate and valuable guidelines to Indian farmers about agricultural practices through YouTube channel and website blogs.
- ✿ Daily news related to agriculture and tractor is readily available in different sections.
- ✿ Websites are available in English, Hindi, Tamil, Telugu, and Marathi for better understanding. In this pandemic, Tractor Junction provides information and daily updates about the Covid-19 cases.
- ✿ Now, Tractor Junction added a vaccine page where everyone can easily find vaccine slots.
- ✿ If you want to sell used tractor, harvester, and others, you can update on the website by following simple steps.
- ✿ Along with this, you can evaluate your used machinery by Tractor Junction to get a fair market price.

CONCLUSION

It is now seen that Tractor Junction has come a long way. Sheer hard work of Rajat and Shivani along with their team, has now made Tractor Junction as the no.1 online platform. They have proved that “All our dreams can come true, if we have the courage to pursue them.”

