

VANPROZ AGROVET LLP-

'SUSTAINABLE SOLUTIONS FOR AGRICULTURE'

Founders- Mr. Prabuddha Mishra (Founder & CEO) and Ms. Vandana Tripathi (Co-Founder).

Founded on- 2017

Headquarters- Bangalore

Website- www.vanproz.com

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ABOUT THE FOUNDERS-

Vanproz Agrovet was established by **Mr. Prabuddha Mishra** (Founder & CEO) and **Ms. Vandana Tripathi** (Co-Founder).

Mr. Prabuddha Mishra, founder, started his career in year 2005 as Scientist with MAHYCO-SunGro Seeds Ltd. He worked in BT Brinjal research project. Further, as Consultant (Agri-Biotech) at National Research Development Corporation (A Government Enterprise), he was instrumental in establishing biogas plants in MP based Anganwadis and successfully completed around 10 technology transfer projects. His previous position also includes senior position at Camson Biotechnologies Ltd.

Vandana Mishra, co-founder, started her career as teacher but gradually shifted to IT and worked with matrix cellular in International Operations. Presently she is handling the operations at Vanproz.

ABOUT COMPANY

Vanproz Agrovet is an incubatee of C-CAMP Bangalore. The Centre for Cellular and Molecular Platforms, or C-CAMP is an initiative supported by Department of Biotechnology, Govt of India which acts as a promoter of research and innovation in the life sciences. It aims at supporting innovative start-up companies and scientific entrepreneurs in all sectors of life sciences through funding, bio-incubation and mentorship and has supported over 100 startups/spin-offs. C-CAMP provides access to a fully equipped lab space, with small and large table top as well as access to high end equipment.

Vanproz Agrovet is an agricultural biotechnology company consisting of three components: R&D, Manufacturing and Marketing. The company produces organic fungicides, viricides and bio stimulants for disease management and nutrition catering to a wide range of plant and animal kingdom. Company is also working on the preservation and propagation methods of seaweed for conserving their natural properties and maintaining the desired quality by following propagation techniques like raceway pond, photobioreactor & in open cultivation in sea. The company is operational with a manufacturing

plant at Bangalore, Karnataka consisting of a reliable and highly efficient machinery with experts working at every level of manufacturing unit for any problem and ensures consistency in work for highest quality products.

The manufacturing plant is equipped with 35 metric tons capacity for production of potassium humate under make in India initiative and the use of 100% indigenous raw material and machinery.

Sponsors- Amazon and Big Haat are the sponsors of the products produced by the company and the products are available in PAN India through 500 dealers. The company has successfully generated a revenue of INR 1.2 Cr since its inception.

Certifications- Products produced by the company are certified through International Organic Certification (IFOAM) and are tested as quality products from Japanese Agricultural Standard (JAS).

MISSION AND VISION

Company's mission is "To provide safe and sustainable solutions for people and agriculture". Company works with a firm conviction and vision of 100% natural and safe agricultural inputs and provides sustainable solutions to the ever-increasing demand of farmers.

WORK FORCE

With a small manpower of around 10 experts' the company is working for sustainable solutions in agriculture. An Expert is present at every level of manufacturing unit, business transactions and customer transactions for efficient work to meet the demands of farmers.

ACHIEVEMENTS

- Vanproz has developed an organic viricide named V- Bind which is very effective on tobacco Mosaic Viral Disease (TMV) in gherkins and cucurbitaceous crops. It became a patented product with PATENT NO. 201741040294. V-Bind has also got recognition from Principal Scientific Adviser to Government of India and have been uploaded as an innovation on website- www.Agnii.gov.in
- Vanproz has developed a broad-spectrum organic fungicide named V Kure with zero residue benefits. V Kure also became a patented product with PATENT NO. 201741017642.
- Vanproz got recognition under Start up India program.
- Vanproz got prestigious Krishi Bhusan award for the two consecutive years, 2017 & 2018.

BUSINESS MODEL

Vanproz flow of revenue follows the path as given below:

- Business to Business (B2B)- is a model that facilitates the transaction between Agri input industry and dealer network. Vanproz B2B network includes Gherkin companies, Big Farms & white label - Customized packing as per client needs.
- Business to Customer (B2C)- is a model that facilitates Agri input industry to selling directly to farmers. Vanproz. B2C network includes Distributers & Dealers.
- Customer to Customer (C2C)- is a model that facilitates Agri input industry to being sponsored by one customer to another customer. Vanproz C2C network includes online business through Amazon, Big Haat, Kisan. E. manch & Agri Begri.

PRODUCTS

Vanproz products add value throughout the food value chain which in turn promotes sustainable agriculture, reduce the environmental impact, and help farmers produce quality yields. The various products of Vanproz are:

1. V-Kure



Description

- It is a 100% organic fungicide cum bactericide.
- It works against a broad range of fungal and bacterial diseases.
- Successful trials of V-Kure have been done in multiple climatic zones in India in collaboration with reputed Universities.
- Target crops: Tea, Coffee, Paddy, Wheat, Sugarcane and Vegetables
- Target diseases: Paddy Blast, Powdery mildew, Blister Blight, Wilts, and brown spots etc.

2. V-Bind



Description

- It is a unique formulation of medicinal plants extracts and oils of herbs.
- It acts a binder to prevent and control all kinds of viral diseases.
- It is a best product for treating Leaf mosaic, Bunchy top and leaf curl viral diseases.
- Target crops and diseases: Chilli Leaf curl virus, Okra Yellow mosaic virus, Tomato spotted wilt, Papaya curl mosaic and all cucurbits mosaic viruses.

3. Ahaar



Description

- It is a balanced nutrition for plants and is a well-tested and proven product all the geographical regions of India.
- It enhances the crop yield more effectively than any other plant bio stimulant.
- Recommended Crops: Vegetables, Horticultural plants, Cotton, oilseed crops, Pulses and floricultural plants.

4. Pushp



Description

- It is a formulation of micro and macronutrients and plant-based metabolites.
- It improves flowering by increasing flower forming substances altering auxin and cytokinin.
- It is specially formulated for ornamental plants.

5. V-zyme



Description

- It acts as a conditioner for the soil and as a bio catalyst and bio stimulants of plants.
- It optimizes the nutrient supply of plants and increases the water holding capacity of soil.
- It is recommended for paddy, wheat, vegetables etc.

6. V-Hume



Description

- It is a unique formulation of micronutrient with amino acids and bio stimulants.
- It contains plant-based alkaloids which triggers gene expression in plants and induces very strong systemic acquired resistance in plants.
- It minimizes the use of pesticides and fertilizers by 40%.

INNOVATIONAL APPROACH

Vanproz company started Make in India Initiative by manufacturing Potassium Humate after 2 years of research with the use of 100% indigenous raw material & machinery. 95% of potassium humate in powder form is imported from China and 5% from other countries like Germany/USA so it will reduce our dependence on China. Potassium humate is basically a humic acid extracted from lignite which plays a vital role in improvement of soil & increasing nutrient absorption by plants. Company's process of manufacturing potassium humate is also cost effective which can make it to offer at a better price & quality to Indian farmers.

TMV disease is a big threat to gherkins exporters of Karnataka, and they are facing 10% loss for last three decades. Company developed a virucide which is very effective on Tobacco

Mosaic Viral Disease (TMV) in gherkins/ cucurbitaceous crops. It was developed through photoproteins derived from *Boerhaavia diffusa* and polysaccharides derived from seaweeds. Virucide acts as suppressing & binding agent for the TMV virus and stops further replication in plants. Many successful trials with reputed gherkin exporters have shown positive results in many places after using this product.

Green Agro Pack Pvt. Ltd. also took trials of company's two products -Viricide and V-Kure (Fungicide) on Gherkin Crop. Viricide was used against tobacco mosaic virus and V-Kure on Powdery mildew. Successful results were found on TMV virus and powdery mildew when compared to other products and was recommended to farmers by Green Agro Pack Pvt. Ltd.

