DIGICIDES

Founder: Dean Dutta
Founded in: 2017
Headquarter: Gurgaon, Haryana
Website: www.digicides.com
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A BRIEF DESCRIPTION ABOUT OUR STARTUP, THE SOLUTION AND THE MANAGEMENT TEAM

Digicides creates products for agri businesses and helps them digitally reach, target, engage & acquire their potential customers. Over 57 agri input companies including Bayer & Syngenta have already believed in us. We are a customer obsessed team who value the efforts and time you are taking to communicate with your farmers.

The founder of the company Dean Dutta is an MBA from the University of Illinois & has worked with fast growing startups. He was also a core member of one of the most talked about startups in the early 2010's called Zipdial that got acquired by Twitter in 2015. The other co-founder of the company Ms. Saswati Bag looks after the hiring for the company and as compared to the other co-founders is relatively dormant in company's operations.

How is our solution catering to the challenges faced by the Indian Agriculture Value Chain?

All our products enable the farmers of India to interact effectively with buyers and sellers to get crop related advisory, mandi price updates, product availability and promotions. All kinds of communication that is important for the farmer could be relayed through our platform.

USP

We are the only company in the industry who understand the value of having a single view platform through which companies can not only get in touch with the farmers but also track their engagement. We are strong believers in "What you can measure, you can manage". DigiNews with its unique mass live audio conferencing platform helped many companies reach out to farmers. DigiNews today is a very well respected product in the Agri Industry.

Social impact

The entire farming community including the farmers and companies who engage in buying and selling goods to the farmers experience a smoother, hassle free and transparent way of engaging with each other with the best use of technology which is simple yet intuitive.

Main challenges or roadblocks faced by us in the ideation stage

As founders of the company the biggest challenge was to plunge into the agribusiness model without any prior experience in the agriculture industry. Being industry outsiders rather worked in our favor as we could come with a fresh outlook on creating a technology model that could impact the overall Agri value chain positively. The next big challenge was to make products so simple and intuitive that even an old school 80 year farmer can derive benefits out of it.

Vision:

Our vision is to become the largest communication platform for the farmers of India in the next 5 years and make our reachability to over 10 Crore unique Indian farmers. We want the farmers to decide what to buy, whom to sell and what kind of content to consume as customers.

Customer Orientation and its measurement

The following KPIs are measured while evaluating customer experience
a. Turnaround time- Since we claim ourselves as a customer obsessed team most of the enquiries are solved within a span of 6 hours which is the internal TAT for the customer experience team.
b. All our products have a live demo, video tutorial and a user manual.
c. All our clients have a dedicated account manager who is trained and responsible to generate client elation.
d. A monthly review meeting is done with every client in order to understand their comfortability around our product.

Plans regarding expansion wrt Geography, Product-Service, Market Segment, Tenure for each engagement with consumer *

Following is our plan of diversification in the future:
a. Geography- We are a software platform and ready to plugin in most of the scenarios with very little dependency on external factors.
b. Product-Service- We plan to enhance the platform to a level that it becomes a point and shoot solution for our customers.
c. Market Segment- We already know that seeds, fertilizers, etc. are low hanging fruits. Any industry for whom an Indian farmer is important could seamlessly become our customer.
d. Tenure for each engagement with customers- All our products have a high stickiness quotient and once purchased continue to be used by all our customers.

Plans on Creating Awareness About Our Product or Service

Organic- We are already discussing plans to collaborate with Agri-Ministry and KVKs at Central and State Government levels so that more and more farmers could benefit from the platform.

Promoted- We also plan to collaborate with Aanganwadi and Panchayat Heads who are large influencers representing the decision making of a gamut of farmers.

How does the Pandemic affect our startup? Our products have seen a 9X growth and adoption ever since the pandemic arrived & record suggests it will see a rapid expansion in the next 3 years.

Customer onboarding Process - Step by Step

Usually with all our customers we follow the under mentioned processes before offering our solutions:

a. Stage 1- Discuss our understanding of the problems they face in communicating with the relevant farmers in the market

b. Stage 2- Confirm if our understanding of their problem is accurate and by now, we know it usually is

c. Stage 3- Communicate how and why we arrived at creating a solution to the problem they face

d. Stage 4- Show them a live demo of our platform/product

e. Stage 5- Get a response in affirmative or a decline

We have followed the above mentioned process with each client of ours which has led to a purchase. They kept asking for more features and we kept adding them