SOILSENS

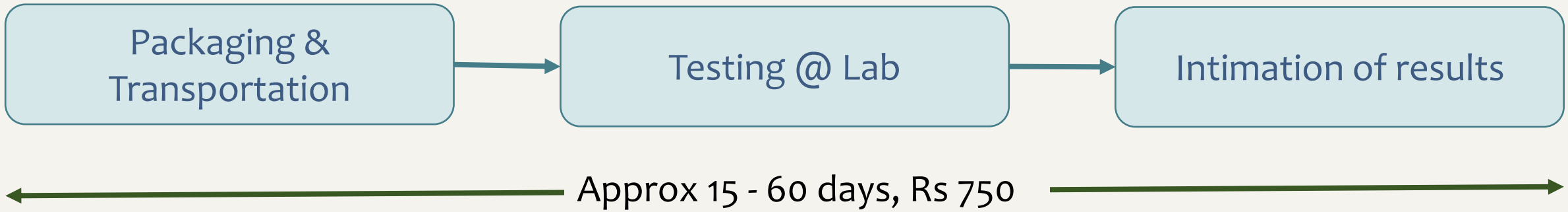
*Powering Precision Agriculture, Empowering farmers*

A deep tech company

# MAKING SOIL TESTING ACCESSIBLE

Dr. Rajul Patkar
CEO and Co-founder

# SOIL TESTING – A NECESSITY BEYOND REACH




- ❑ Insufficient Labs
- ❑ Expensive
- ❑ Time-consuming
- ❑ Lacks timely results

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# NUTRISENS – A SOIL GLUCOMETER





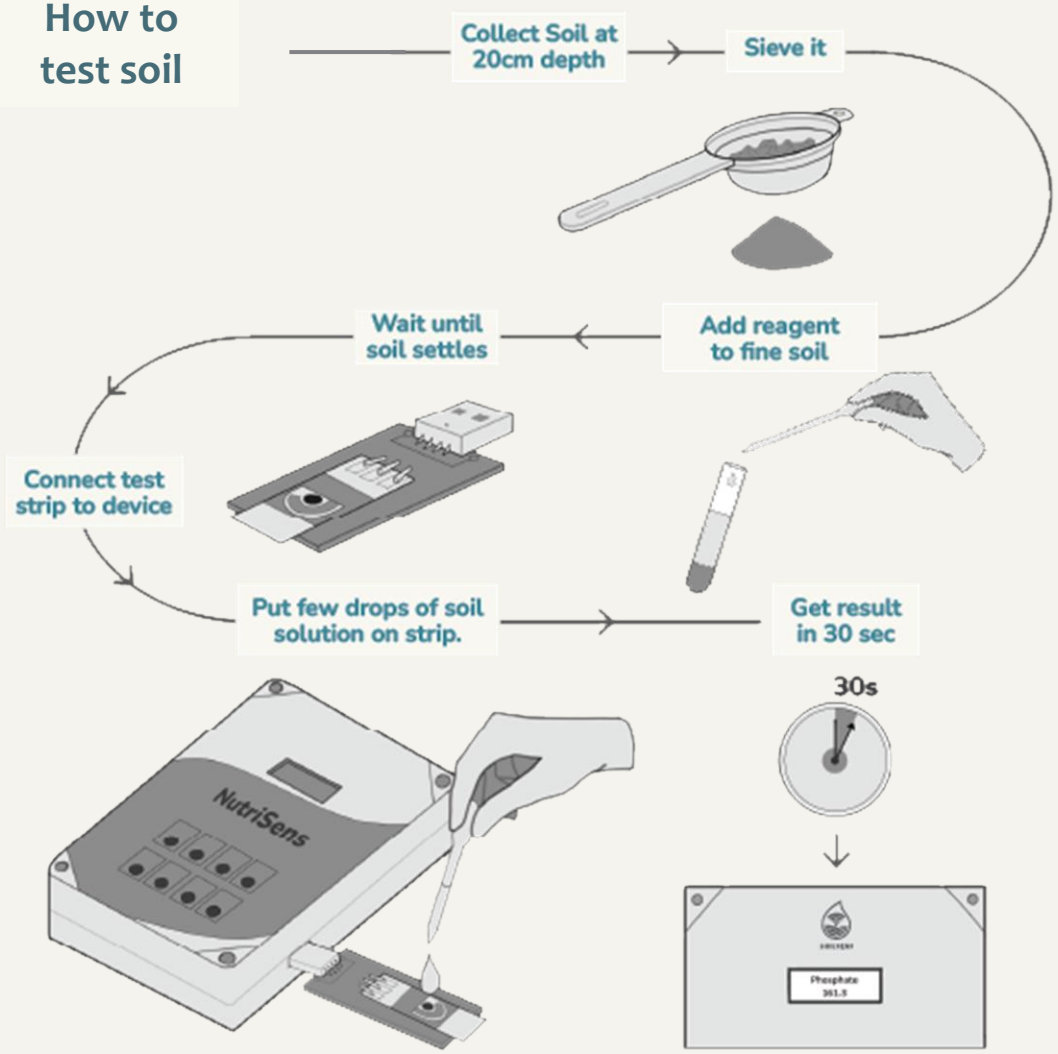


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# INSTANT EASY AFFORDABLE

SOILSENS

## How to test soil




15 days
5 mins

₹ 750
₹ 250

On-Site Testing

Ease of Use




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4

# GTM AND TRACTION

SOILSENS

## Agri-focussed Enterprises – B2B

## Starting with India, eventually global

muRata INNOVATOR IN ELECTRONICS

JAIN Jain Irrigation Systems Ltd.

bajaj FOUNDATION

Mahindra AGRI SOLUTIONS

FIB-SOL LIFE TECHNOLOGIES PVT. LTD.

FT Fast Track Agro Tech Lateral Thinking

Agriown™

SIEMENS Ingenuity for life

ASHOKA TRUST FOR RESEARCH IN ECOLOGY & THE ENVIRONMENT

ITC Limited

syngenta foundation for sustainable agriculture

INNOTERRA For you and the planet.

Deepak Fertilizers and Petrochemicals Corpn Ltd

DeHaat® Seeds to Market

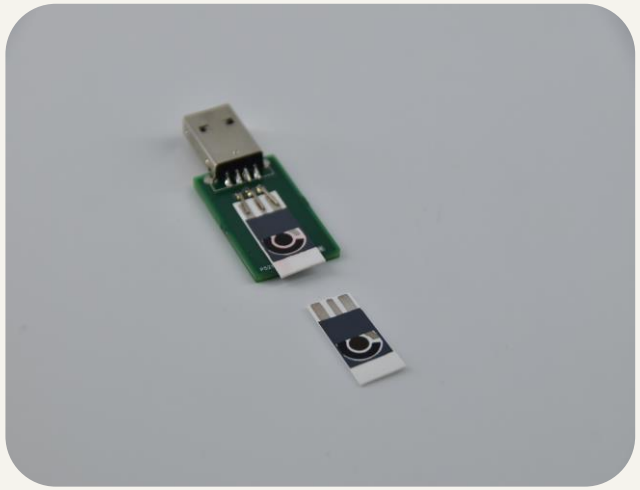
Coromandel FUTURE POSITIVE

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# REVENUE MODEL




Rs 45,000



Rs 250/Test

Tests Per Device

~ 27,000 over 3 years

LTV per Device

40 Lakhs

**TAM of USD 2bn/Year Worldwide**

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# COMPETITIVE LANDSCAPE

| Features | NutriSens India | HORIBA Japan | PUSA STFR MridParikshak India | Krishitantra India | SoilCare Netherland | BhuParikshak India |
|---|---|---|---|---|---|---|
| Ease of use | Y | Y | N | N | Y | Y |
| Calibration-free & soil independent | Y | N | Y | Y | N | N |
| Hand-held | Y | Y | N | N | Y | Y |

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# FUND RAISE

SOILSENS

## Ask Rs 3.5 Cr

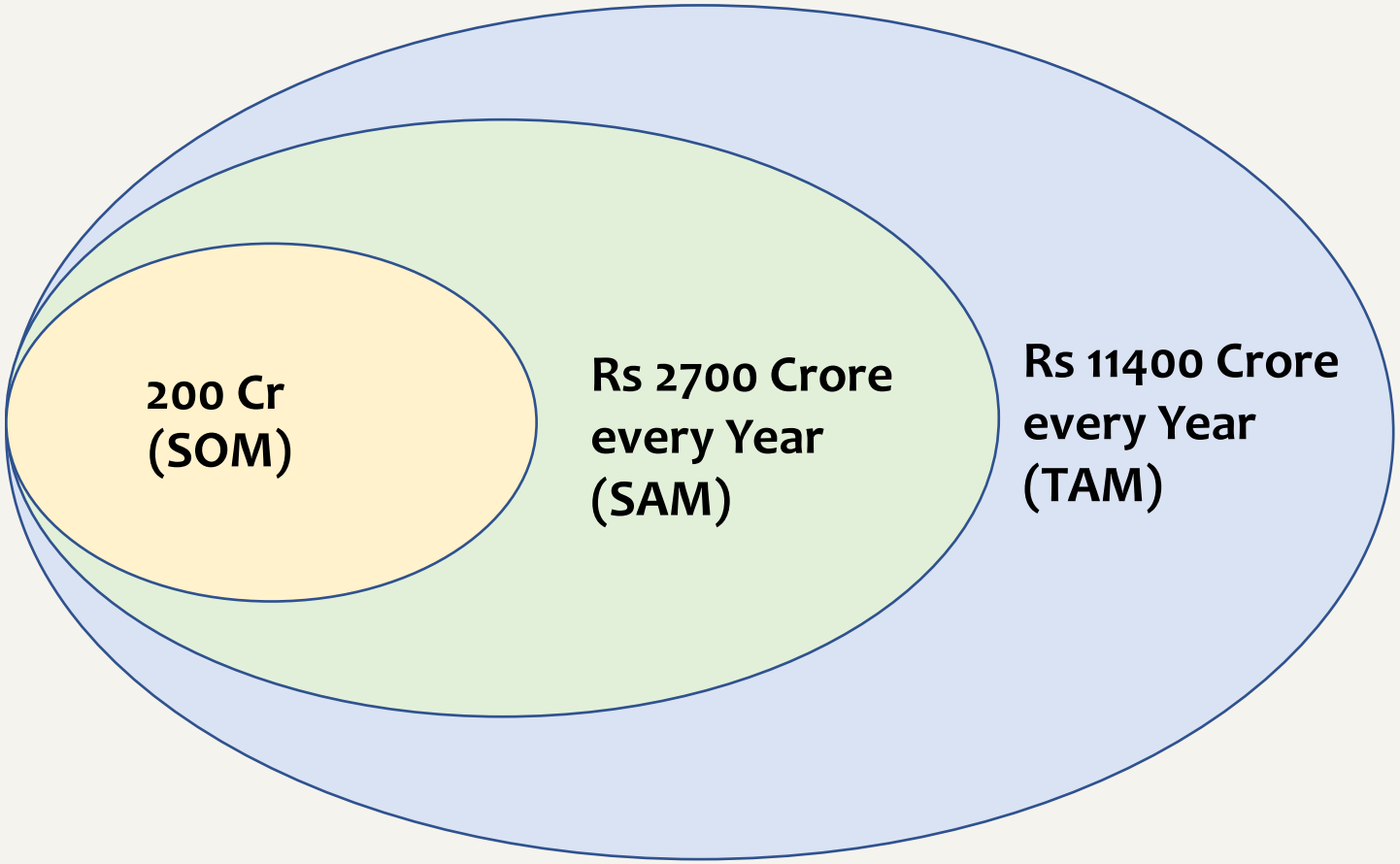
Equity free funds raised so far ~ 1.4 Cr

## Funds use

- ❑ Product development & Enhancements
- ❑ Endorsement & Certifications of product
- ❑ Marketing & Sales
- ❑ Team Building

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# MARKET




**USD 2bn/Year** from **536 mn farms** worldwide

**USD 350 Mn/Year** from **136 mn farms** local

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# TEAM



Dr. Rajul Patkar
Co-Founder & CEO



Prof. V. Ramgopal Rao, IITD
Co-Founder & promoter



Prof. Maryam S Baghini, IITB
Co-Founder & promoter

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# NUTRISENS IS A POTENTIAL CATEGORY CREATOR

SOILSENS

| | |
|---|---|
| Market<br>USD 2 Bn | "Every farm in the world needs soil testing year after year" |
| Solution<br>10X Better | NutriSens is "rapid, affordable and simple to use" |
| Time<br>Now | "Hyperinflation, supply chain disruptions and food shortages" |

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