



VIKSAN



VeggiesUs
Farm fresh

VIKSAN AGRO AND FOODS PVT LTD



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Relevance & Need

The relevance and the need intensity of the customer problems come from the Agriculture industry in our product. As India's biggest industry to provide livelihood, we need to look into it meticulously from employment generation to contribute to National Income, agriculture is important. Agriculture as a concept has grown as well.

Agriculture Industry

The agricultural industry is the backbone of the nation. It is the primary source of livelihood for about 58% of India's population. It contributes almost 18.5% to India's GDP, while it accounts for about 13% of the country's total exports. During 1990-91, the contribution of agriculture to the country's GDP output was 32%. The downfall is due to farmers facing a range of challenges when it comes to getting their yield off the ground to the market.

The agriculture market is segmented into animal produce; crop production and rural activities. The global agriculture market is expected to grow from \$9602.79 billion in 2020 to \$10181.92 billion in 2021 at a compound annual growth rate (CAGR) of 6%. Almost half of the agriculture is based on farming.

The worldwide agriculture market is predicted to increase at a compound annual growth rate (CAGR) of 6% from \$9602.79 billion in 2020 to \$10181.92 billion in 2021. The increase is primarily due to companies reorganizing their operations and recovering from the COVID-19 impact, which had previously resulted in restrictive containment measures such as social distancing, remote working, and the closure of commercial activities, resulting in operational challenges. At a CAGR of 7%, the market is estimated to reach \$13133.95 billion in 2025.

Organic Farming

The most important constraint felt in the process of organic farming is developing faith in the consumers and the systematic certification process through the government. Many farmers in the country have only vague ideas about organic farming and its advantages to conventional farming methods.

The use of bio-fertilizers and bio-pesticides requires awareness and willingness on the part of the farming community. Knowledge about the

availability and usefulness of supplementary nutrients to enrich the soil is also vital to increasing productivity. Attention to the application of composts/organic manure is also lacking.

Technology unawareness

Modern digital technologies known as smart farming are India's new face of agriculture. Only a few of the farmers are adapting to the change and growing with the technology, the rest are stuck with the old way and unable to adapt and grow with the technology.

Processes like Geo-tagging are of adding geographical identification marks like latitude and longitude. Geo-tagging can help users find a wide variety of location-specific information from a device. It provides users with the location of the content of a given picture while geo-mapping is a visual representation of the geographical location of geotagged assets layered on top of a map or satellite imagery.

Contract farming

In an age of market liberalization, globalization, and expanding agribusiness, there is a danger that small-scale farmers will find difficulty in fully participating in the market economy, and the consequences of this will be the continuation of the drift of populations away from farming. The government is working toward this concern but the depth and complexity of it keep the farmers unaware or uninterested. There isn't any sustainability provided to farmers in form of any buyback policy or agreements. This can help them not to worry about the future and produce as much as they can.

Unavailability of a Proper storage system

Inadequate food storage facilities in particular cause a great deal – in many areas upwards of 20% – of food produced to be lost due to rodents, other pests, and general deterioration before it reaches the consumer. Better storage offers one of the quickest ways to increase food supply. Apart from causing shortages, exports of agricultural produce are also hampered by a lack of modern storage facilities. Improper post-harvest handling of agricultural produce results in quality and quantity losses, in addition, to a rise in consumer prices and supporting the eventualities of flooding/heavy rains and poor monsoons.

SPIECES INDUSTRY:

India is the world's largest spice producer. It is also the largest consumer and exporter of spices. The production of different spices has been growing rapidly over the last few years. Production in 2021-22 stood at 10.88 million tonnes. The Indian spice industry is estimated to be worth an annual Rs 80,000 crores and the branded market is rapidly moving towards Rs 50,000 crores.

... spices form the most attractive segment with an **INR 50,000 Cr** opportunity

36%

Despite a current low branded penetration ...

16% CAGR

... there has been a noticeable shift from traditional home-ground masalas to branded spice mixes

>50% MATERIAL MARGINS

High value add and strong brand stickiness has led to robust material margins



Indian market is dominated by regional brands, as Indian palate varies by region, unlike other F&B categories where global MNCs have significant share

Avendus view on value creation potential:



Regional market leadership & high share of blended spices, resulting in superior margin profile & cash flow generation



Huge expansion potential for regional spice players to build a multi-state or national play



Growth will be further fueled by product innovation driven by need for convenience



Reference: # Avendus Capital Private Limited. This document is for information purpose only. Only for internal circulation.

Branded spices: the INR 50,000 Cr opportunity

India has a strong preference for spicy & savoury meals. Spices form center of plate of almost every meal, making **India one of the largest spice consumption markets globally**

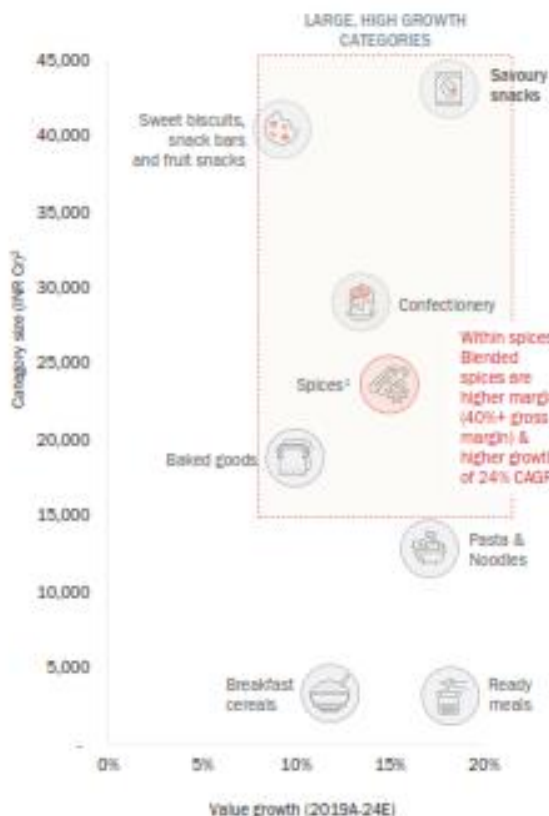
Within packaged food ...



... spices form the most attractive segment with an **INR 50,000 Cr** opportunity

Spices make up the most attractive segment in food

Packaged food categories with gross margins > 20%



Among these packaged food categories, Spices is one of the most attractive categories

- LARGE CATEGORY**
 - Every-day usage
 - Centre of the plate
- HIGH GROWTH**
 - Unorganised to Branded shift
 - Convenience focus → Higher adoption of blended spices
- STRONG MARGINS**
 - High value-added
 - Brand stickiness

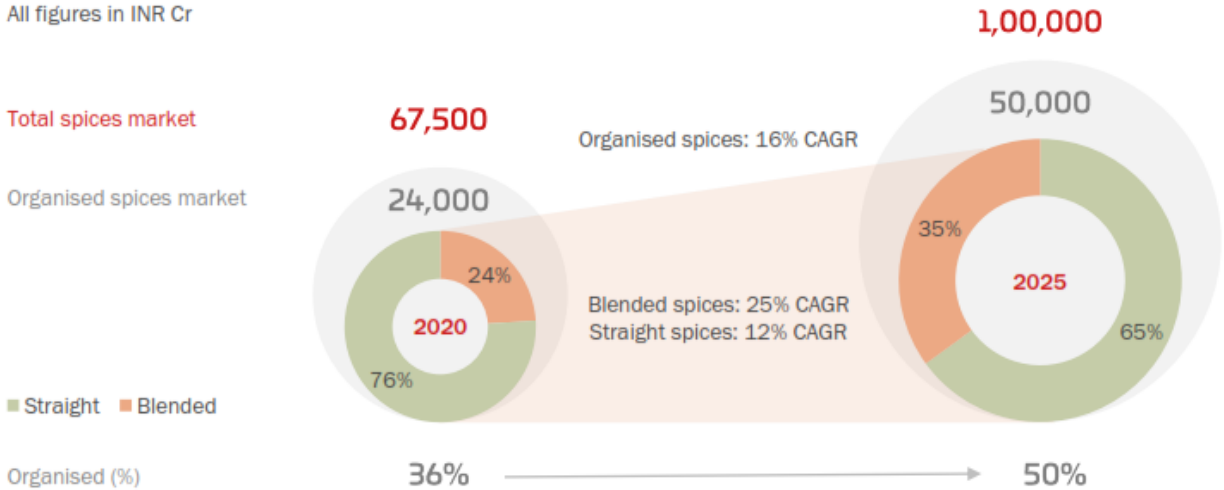
Most attractive category with high growth prospects & potential to expand

Source: Euromonitor for market size except spices which is based on Mintel estimates
 Note: 1. Revenue estimates for value growth; 2. Category size for 2019/2020

Potential to grow 2x to INR 50,000 Cr by 2025

The Indian blended spices market is growing faster than straight spices. It is expected to reach 35% share of the total organized spices pie by 2025

All figures in INR Cr

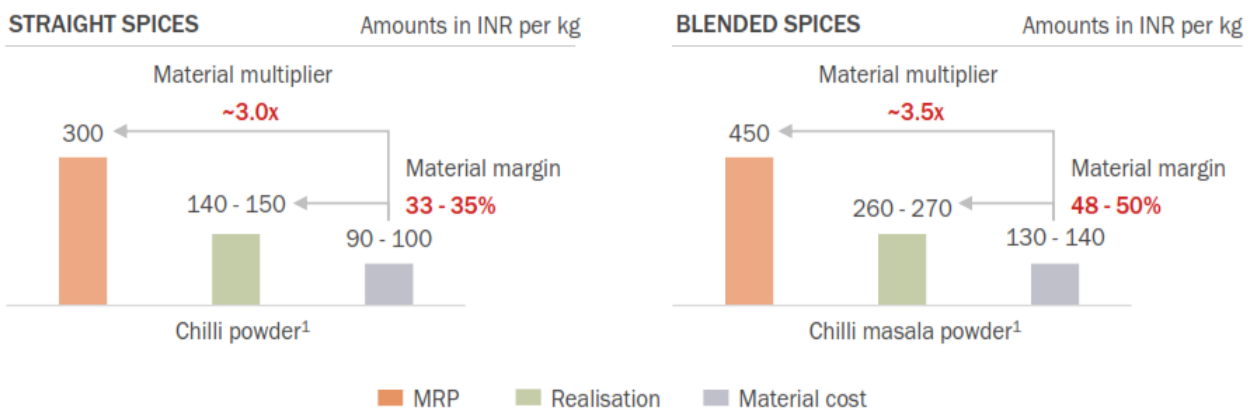


Shift from unorganized to branded spices

High growth in blended spices

Most spices players showcase robust economics

Players are focusing on increasing the share of blended spices to build brand stickiness and command higher margins



VIKSAN AGRO AND FOODS PVT LTD

VIKSAN AGRO AND FOODS

a Private Limited Company, a leading company in manufacturing, trading and exporting high-quality agricultural products at the most competitive pricing. We mostly deal in bulk supplies of various agricultural products like Spices, Onion, Ginger, Green Chilly, Maize, Black Pepper, Areca nut other agricultural items. For improved quality assurance, we have created a system for processing vegetables and fruits. Our primary goal is to serve clients with unrivaled quality products and services.

Viksan has a distinct reputation as a result of our employees' dedication and hard work, as well as our unrivaled quality products and services.

We have a vibrant, skilled, and dedicated staff working throughout our supply chain to ensure uninterrupted, timely product delivery, and we are devoted to our commitments.

Our company is more than just a trader of agricultural products; we believe in growing and strengthening the source at the grassroots level. As a result, we must advise farmers on the best crops and breeds to grow. For the procurement of agricultural products, we have established direct contact with farmers.

Future

Empowering Farmers

Our initiative aims to invest in education and technology for farmers across the country to ensure high-quality, sustainable, and profitable business structures.

We aim to reach customers across India and also export to foreign markets by empowering farmers with the best resources for cultivation. Further, to support a major farm in Maharashtra and the other growing locations we also offer buy-back to our farmers.

Empowering People

A lot of the modern ailments in society today can be traced back to our lifestyle habits, and a major contributor to these ailments are our dietary habits. Thanks to our quality check practices, we ensure that every product sold by Spelko is carefully tested on international standards and our stringent benchmarks of how we define "high quality".

Vision

Our Vision is to promote and strengthen the source at the grass-root level with a motive and ethics towards the growing together principle.

Mission

Our Mission is to set the highest standards in our products through quality, innovation, reliability, commitment, and cost-efficiency.

Points of Difference

1. Addressing the apprehensions of consumers about the authenticity of farm produce by creating traceability of the produce.
2. Providing solutions to the farmer through technology where a farmer can yield more produce and sustain.
3. Adding value to the sustainability of farmers through clear buy-back agreements and connected farming.

USP

- Connecting consumers with farmers.
- Hold export certification to export in the foreign market
- Helping the farming community by providing them with quality chemical-free inputs.
- Processing the produce in known and certified facilities.
- Transparency by providing certification by accredited labs to consumers and customers if necessary.
- Sharing and reinvesting of the profits with the farmers and Business Partners.

Products Portfolio



Gradually, multiple agro products will be added to the portfolio as the business grows.

VIKSAN



- **APEDA** (Agriculture and Processed Food Products Export Development)
- **FSSAI** (Food Safety and Standards Authority of India License under FSS Act, 2006)
- **IEC** (Import Export Code)
- **CRES** (Certificate of Registration as Export of Spices.)

Target Audience

VIKSAN is targeting two segments of customers.

1. B2B Market- exporting Indian Agri products in foreign markets as per the demand and perishability of the products.
2. B2C- Directly supplying to the consumers who want to develop a good habit of consuming certified quality Agri products, through Dealer-Distributor networking.

Revenue Model

B2B-

- Direct Exports in foreign markets
- Trading of raw and processed grains. Supplying to millers, traders, and white labeling for retail chains.

B2C

- Launched retail operations in December'2022.
- Currently selling on its e-commerce portal Spelko.com

Export Market

- All certifications, and statutory approvals in place to export in foreign markets.
- In discussion with a larger trader for export of Maize and other products to foreign markets.

Contact Details

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