

**Mahindra**  
AGRI BUSINESS



## Deliver prosperity to farmers to help them *RISE*

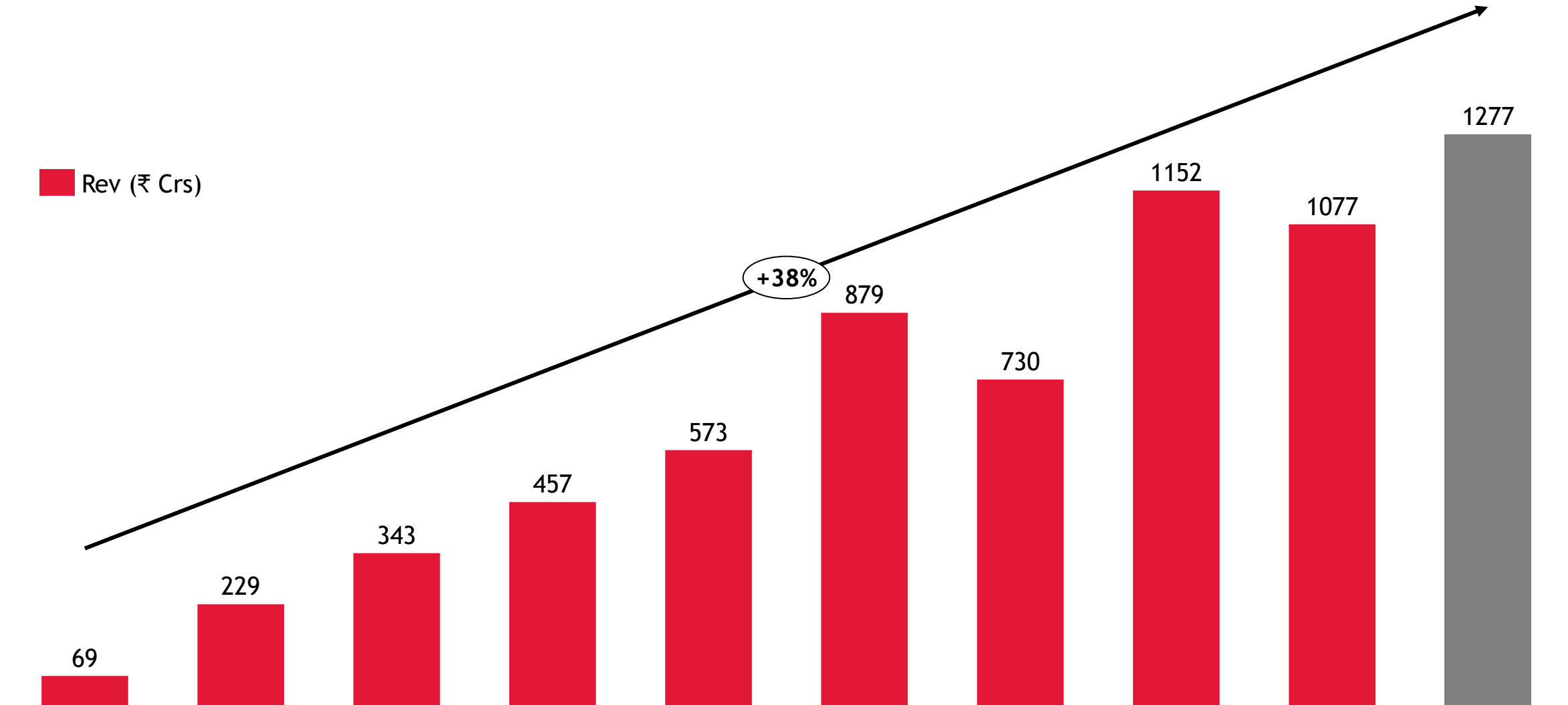
Our technology enabled products, services and agri initiatives will deliver solutions to millions of farmers across the world to empower them, become more prosperous and to *RISE*



**OUR VISION**



# Mahindra Agri has built scale through organic growth and acquisitions



# Mahindra Agri : Business structure

2 Distinct Business verticals Delivering *FarmTech* Prosperity

## AGRI INPUTS



**Seeds**  
(MASL)



**Crop Care**  
(Mahindra Summit)



**Seed Potato**  
(MHZPC)



**Micro Irrigation**  
(Mahindra EPC)

## FRUITS



**Fruit Exports**  
(MASL)



**Global Fruits**  
(OFD)

# Mahindra Agri : AIF approach

	Stage 1	Stage 2	Stage 3
Selection Rationale	Business having direct connect with farmer groups/ SIGs/ WUGs/ FPOs	Business with pressing infrastructure needs	Businesses which deal with farmer groups OR may require infrastructure investment in few years
Business	Micro Irrigation	Seed potato	Banana exports Protected cultivation
Current status	2 DPRs in process of submission 1 more being prepared	DPR is being prepared for inv. in cold storage & processing facilities	Farmer groups being educated about AIF

# Mahindra Agri : Current projects



2 DPRs submitted for projects worth ₹624 lacs

## Background

### Nature of intervention:

- Infrastructure for Smart and Precision Agriculture
  - Smart Lift cum drip irrigation system

### Location

- Nashik and Palghar, Maharashtra

## Proposed impact

### No of beneficiary farmers

- 70

### Area covered

- 280 acres

### Crops covered

- Horticulture with some foodgrain

# Mahindra Agri : Current projects



2 DPRs submitted for projects worth ₹624 lacs

## Project Brief:

### Focus Area:

- Water use efficiency
- Agronomy Intervention
- Automated Controls
- Productivity Improvement

### Scope of Work:

- Identify educate and Mobilize farmer groups
- Design and execution of Drip System
  - Crop based
- Smart wireless cloud-based automation system
  - Controller
  - Solenoid Valves
  - Water Metering - Equitable Distribution
- Agronomy services - Guidance and support

# Mahindra's Advantage in AIF projects

## Farmer centric

- Handholding group formation
- Agronomy advisory
- Market linkage support/ experience
- Customized training to farmer groups/ local language support

## Differentiation wrt other players

- Automation / Digitalization
- Integrated approach or project management
- Experience across value chain – from seeds to exports

## Sustainability

- Focus on being future ready
- Green businesses - micro Irrigation, protected cultivation etc.



**Mahindra**  
*Rise.*