

# Orgfarm makes Organic affordable. A leader in South India with 1142+ farmers, 50K+ U and 1M+ orders.



orgfarm.store San Francisco CA

B2B SaaS Food & Beverage Minority Founder Agriculture & Agtech

## LEAD INVESTOR



**Divas Pant**

As an investor, I enthusiastically endorse Orgfarm. Their dedication to delivering fresh, organic produce to Chennai residents is truly praiseworthy. In an era where organic is the way forward, Orgfarm is making it accessible and affordable by establishing a robust network of organic farmers across India. What sets them apart is their innovative offline model with stores across Chennai, resolving delivery challenges and improving unit economics. This strategic move positions Orgfarm on the path to profitability, setting them apart from other online stores. Investing in Orgfarm means supporting a sustainable, profitable future.

**Invested \$50,000 this round & \$50,000 previously**

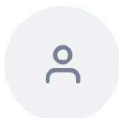
## Notable Investors

Gokul Rajaram	Vetri Vellore
Dhruv Agarwal	Dinesh Chahila
Ezhil Natarajan	

## Featured Investors

Investors include

- Divas Pant
- Gokul Rajaram
- Vetri Vellore
- Dhruv Agarwal
- Dinesh Chahila
- Ezhil Natarajan



**Divas Pant** ✓

Syndicate Lead

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## Highlights

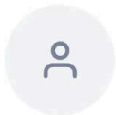
- 1 Orgfarm's founders are serial entrepreneurs and have built successful businesses from the ground up
- 2 Organic is the future and Orgfarm is already a leader in South India. Gokul Rajaram has invested!
- 3 Orgfarm has 1142+ farmers, 1M+ orders and 50k+ customers. Its has unique B2B & B2C integrated model.
- 4 Orgfarm provides optimized supply & delivery and end-to-end traceability guarantees quality

## Our Team

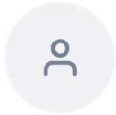


**Mukundu Kumaran** Co founder, CEO

With a successful startup background, having founded and built several ventures that have collectively raised over \$20 million and generated close to \$100 million in revenue



**Dan** Employee



**Hideki SEKI** CFO

## Pitch





# Data-driven Organic

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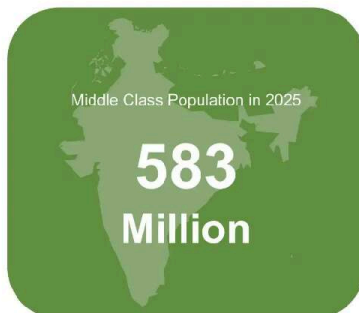


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## The future of the Indian Organic market is PROMISING

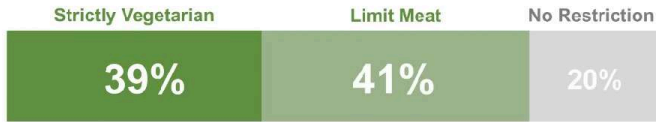
The Indian middle-class is MASSIVE



Source: "Tracking the Growth of India's Middle Class, McKinsey Quarterly

The Indian Diet is largely Vegetarian





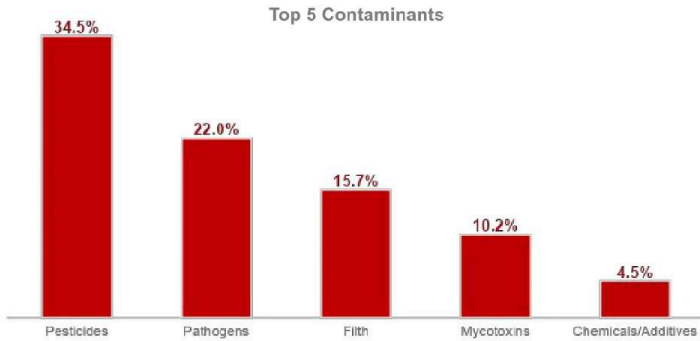
Source: Pew Research Center

### Food safety is a major issue in India



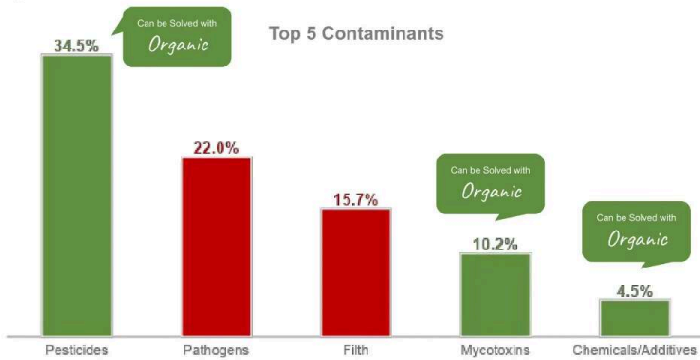
Source: Food Sentry

### Pesticides are the #1 Contaminant in India.



Source: Food Sentry

### Many of these issues can be solved with **ORGANIC**



Source: Food Sentry



# Why Orgfarm?



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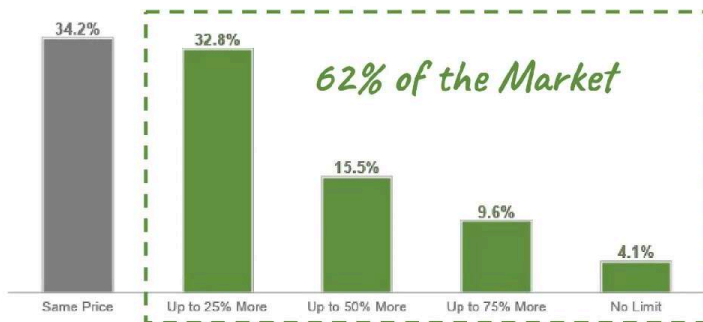
Organic products can be up to +150% more expensive but Orgfarm is less than +25%



If price is within +25%, we can capture 62% of the Market



Willingness to pay for Organic Foods



Source: Food Sentry

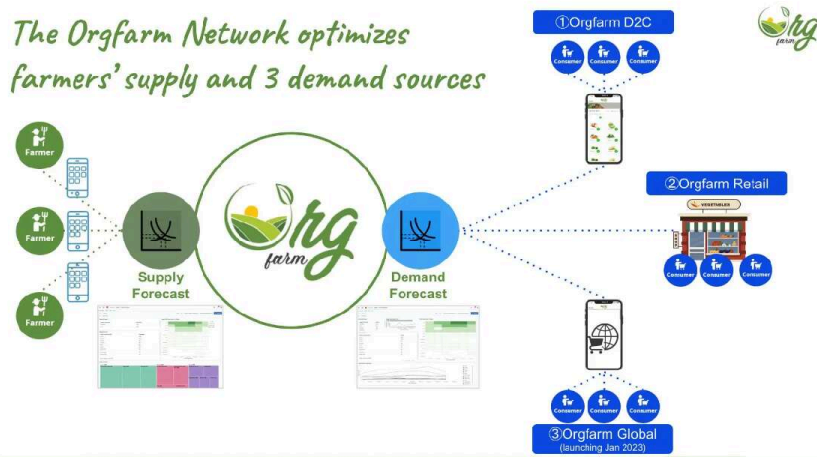


# How does Orgfarm do it?

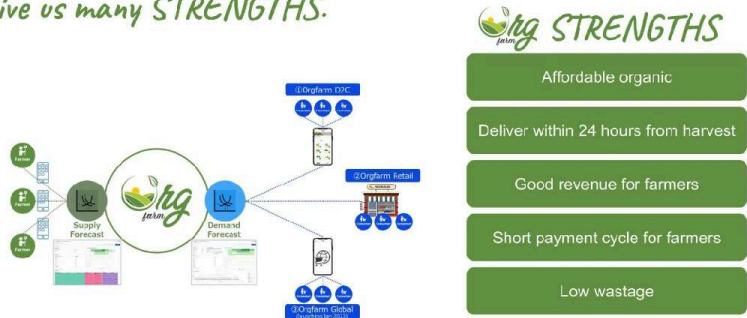




The Orgfarm Network optimizes farmers' supply and 3 demand sources



The Orgfarm Network Model and Data Technology give us many STRENGTHS.



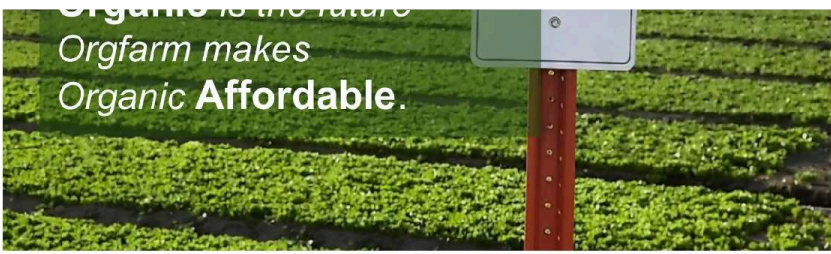
- Orgfarm STRENGTHS**
- Affordable organic
  - Deliver within 24 hours from harvest
  - Good revenue for farmers
  - Short payment cycle for farmers
  - Low wastage

The Orgfarm has converted over 1142 non organic farmers to Organic farmers in last two years



- 1142 new Organic farmers
- Produced over ONE tons of Organic vegetables
- Paid over 20+ crores to farmers
- Used 10000+ acres of land for Organic farming
- Served Organic vegetables to 50,000+ consumers





Orgfarm received *FASTEST GROWING ORGANIC* award   
from Times Business group

