

DeHaat® Seeds to Market

Full stack B2F AgriTech platform



📱 Wheat is ready to harvest

📱 You can avail crop insurance

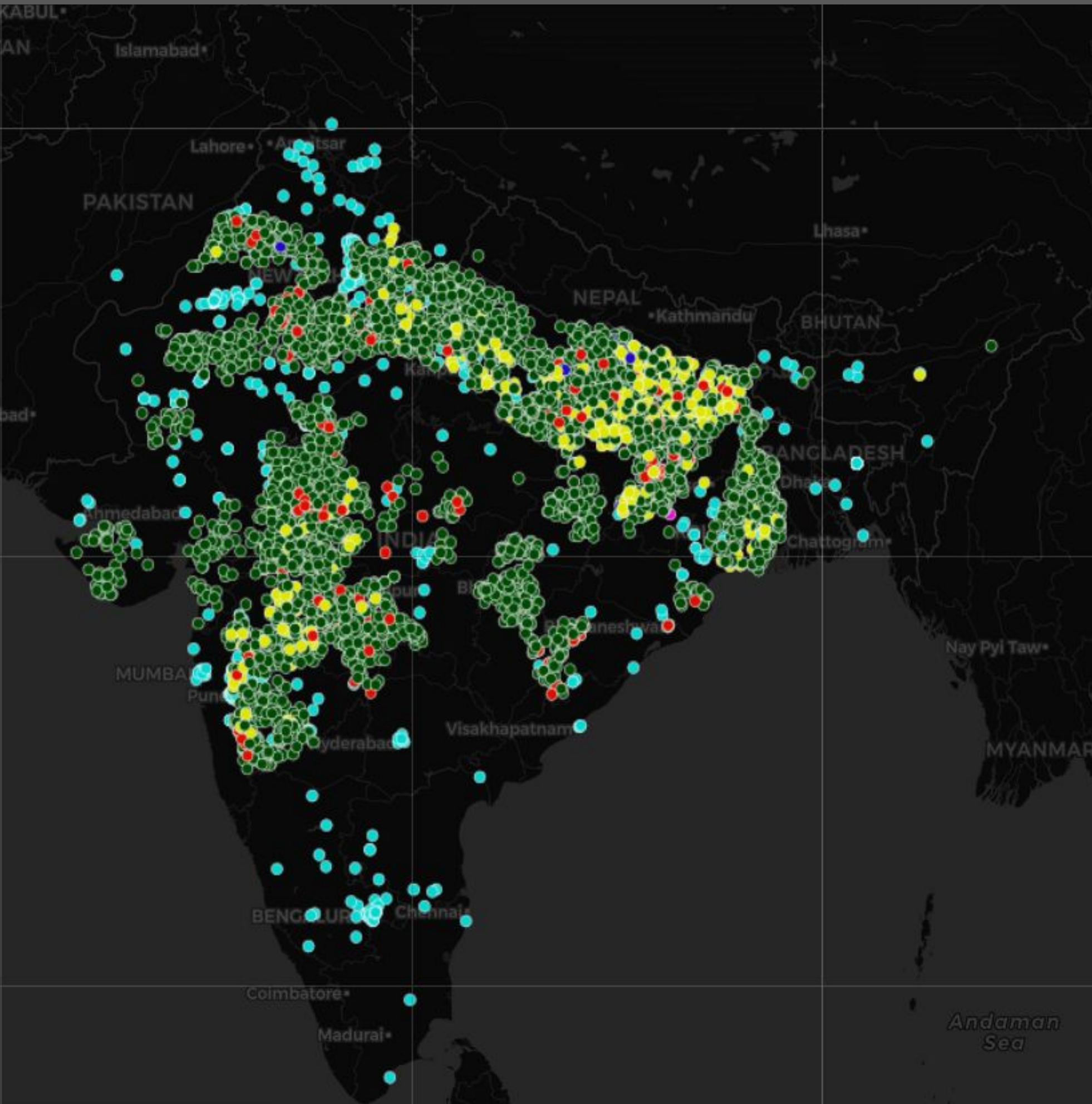
📱 Hello Mukesh Ji,
Welcome to DeHaat Kisan Call Center.
How can I help you today. Hope your
last query on wheat has been
resolved successfully.

📱 You can avail
health insurance

📱 DeHaat
Total R
New Or
Order rea
Training Re

📱 Soil Testing Booked

Network of DeHaat footprints



13 mn+
Farmers are
actively connected



130+
Warehouses across
Districts of India



14,300+
DeHaat
franchise centres



150,000+
Indian Villages
Footprint by March '25

Aiming to build a network of 30,000+ DeHaat micro-entrepreneur network by 2027 ~ 40% Rural India

Digital Farmer Application : 10M+ User base across India



AgriCentral
Contains ads

4.4★
26.8K reviews

1Cr+
Downloads

3+
Rated for 3+ Ⓞ

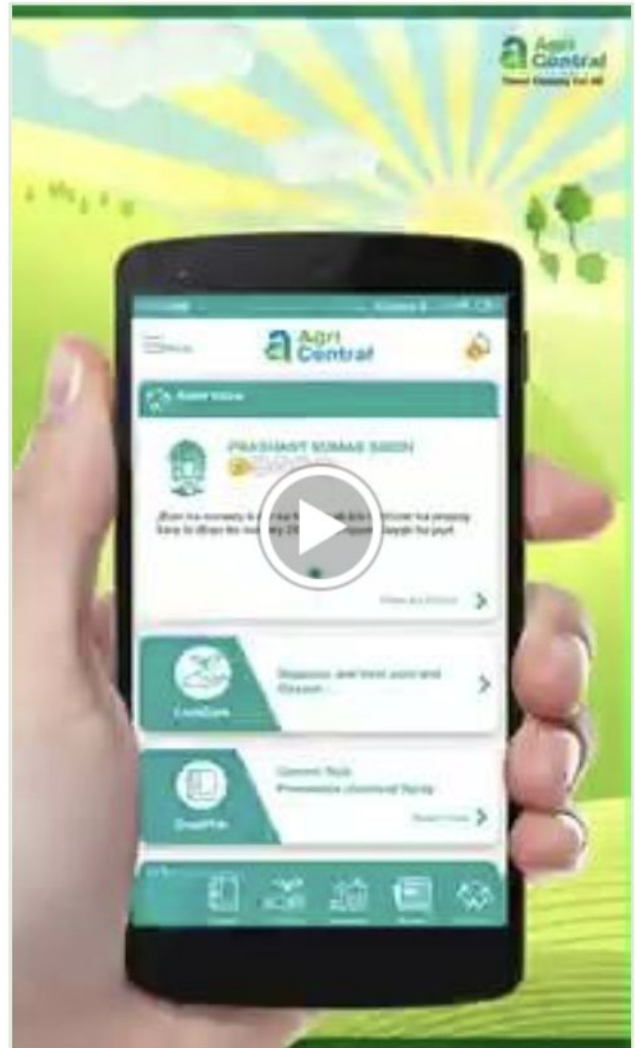
Install

Share

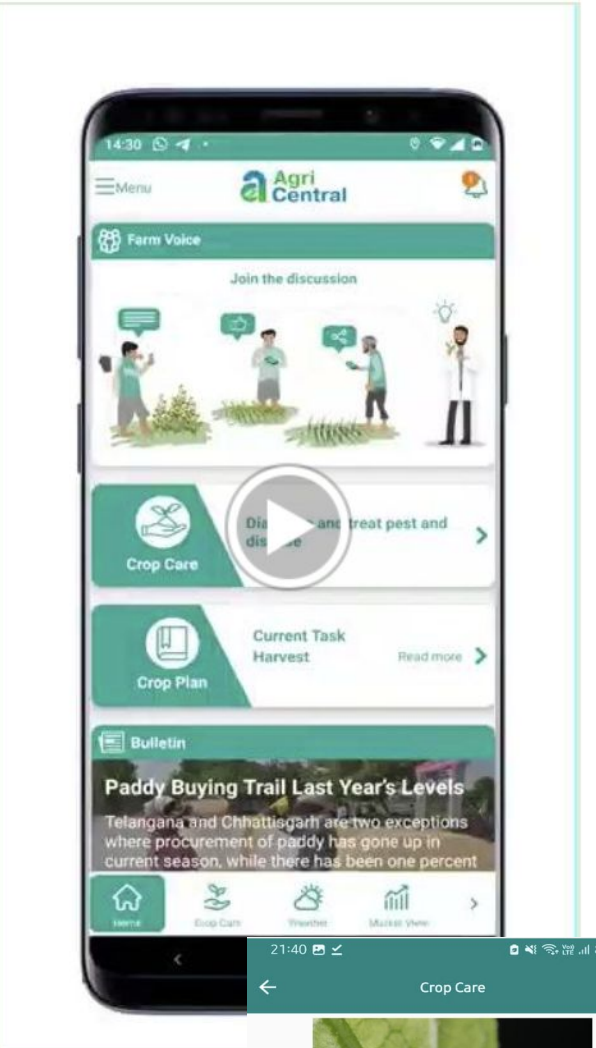
Add to wishlist

You don't have any devices

My Profile Feature



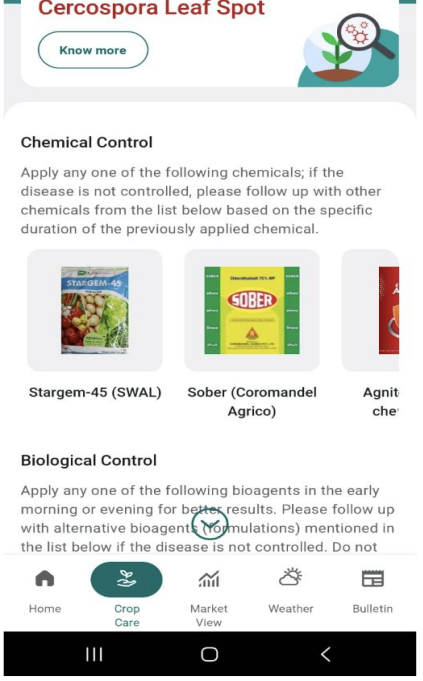
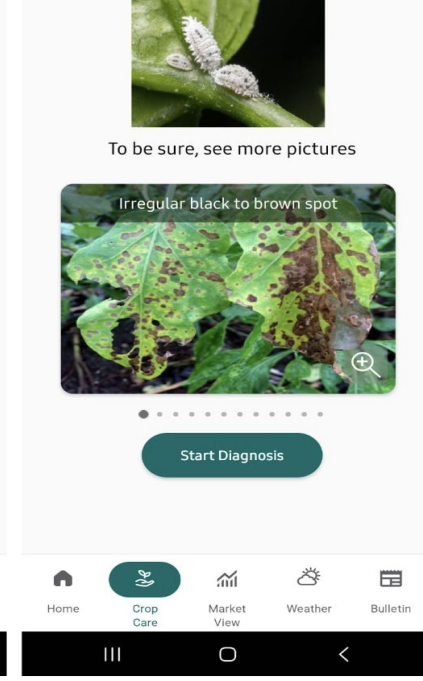
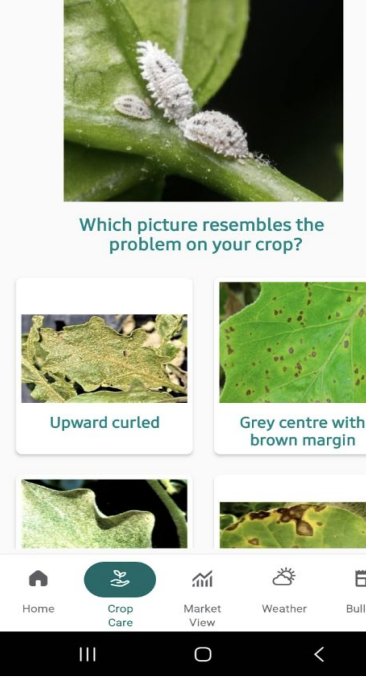
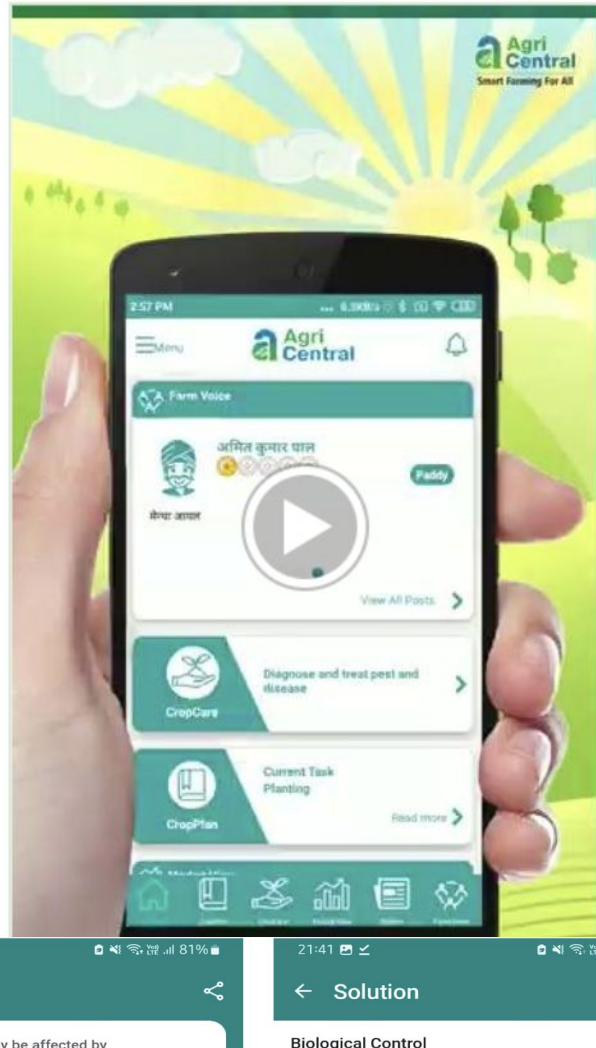
How to Use Crop Care Calendar



Market View Feature



Crop Plan Feature



Agriculture + Technology = AgTech

DeHaat[®]
Seeds to Market



Biotechnology
Pioneering the Future



Robotics & Automation



Precision Agriculture
Optimizing Performance



Supply Chain Management
Tackling Postharvest Losses



Empowering the Smallholders
Access to Finance



Data-Driven Decision Making



Biologicals for Sustainability

Insurance Receipt

देहात
बीज से बाजार तक

मृदा स्वस्थ्य कार्ड

किसान का नाम: शैलेंद्र सिंह
गाँव: बृजपुरा, बुहाना
जिला: झुंझुनू, राजस्थान
मोबाइल नं: 9671264516
पिन कोड : 854204

मिट्टी के नमूने का विवरण:
पिछली फ़सल: सरसों
आगामी फ़सल: कपास
प्लॉट का क्षेत्रफल: एक एकड़
नमूने की तारीख: 15 अप्रैल 2023
परिक्षण की तारीख: 17 अप्रैल 2023

पि एच : 7.12 सीमा: 6.5 - 7.5 सामान्य	सल्फर : 25.10 mg/kg सीमा: 10-20 अनुशंसा: अधिक
ई सी - : 0.09 ds/m सीमा: < 1 सामान्य	कॉपर : 0.84 mg/kg सीमा: > 0.20 अनुशंसा: सामान्य
जैविक कार्बन : 0.21 w% सीमा : 0.50 - 0.75 अनुशंसा: कम	आयरन : 4.69 mg/kg सीमा: > 2.60 अनुशंसा: सामान्य
जैविक पदार्थ : 0.36 w% सीमा: 0.86 - 1.29 अनुशंसा: कम	ज़िंक : 1.06 mg/kg सीमा: > 0.60 अनुशंसा: सामान्य
नाइट्रोजन : 166 kg/ha सीमा: 280 - 560 अनुशंसा: 145 kg/ha कम	बोरोन : 0.78 mg/kg सीमा: > 0.50 अनुशंसा: सामान्य
फोस्फोरस : 39.6 kg/ha सीमा: 22.4 - 56.0 अनुशंसा : 27.5 kg/ha सामान्य	
पोटेशियम : 312 kg/ha सीमा: 135 - 336 अनुशंसा : 40 kg/ha सामान्य	

अनुशंसा

कम्पोस्ट खाद (टन): 2.0
डी ए पी: 35.00 किलोग्राम
एम ओ पी: 6.50 किलोग्राम
यूरिया (45): 1 बैग 4.95 किलोग्राम



देहात से जुड़ने एवं किसी प्रकार की अन्य जानकारी के लिए
1800-1036-110 पर अभी संपर्क करें

Gen AI Video based on Insurance Receipt

देहात
बीज से बाजार तक

नमस्ते 🙏

शैलेंद्र सिंह

गाँव

बृजपुरा, बुहाना



KhetEdge WAIV

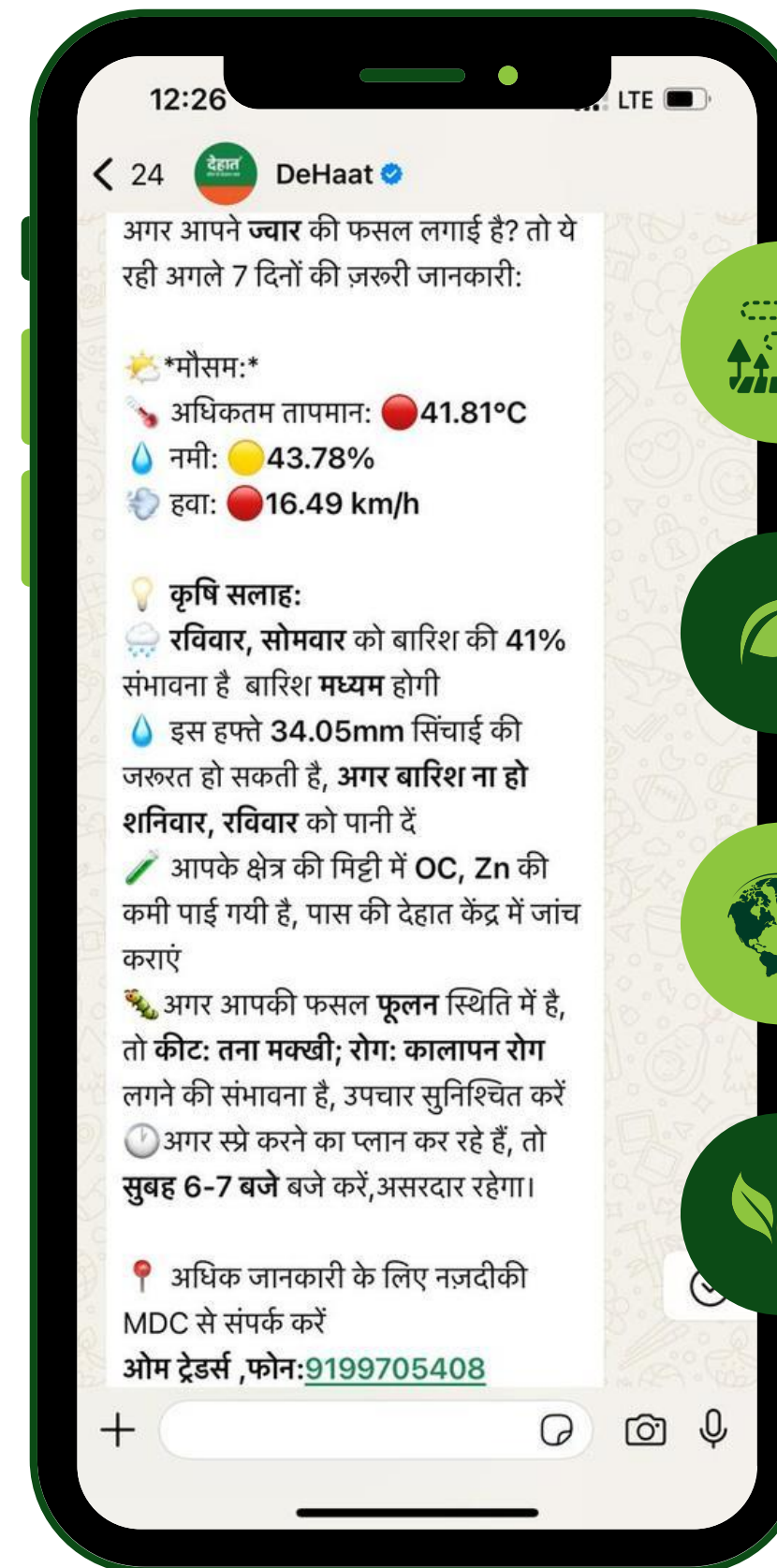
Hyper-personalized
intelligence-right to the
farmer's phone

The problem

Generic farm advisories are outdated.
One-size-fits-all crop calendar insights are
not actionable

The Vision

Deliver real-time crop advisories using AI,
weather APIs, soil data and crop models



Tailored Advisory

Deliver Farmer + Crop + Stage +
Geolocation Specific Advisory

Irrigation & Nutrient Management

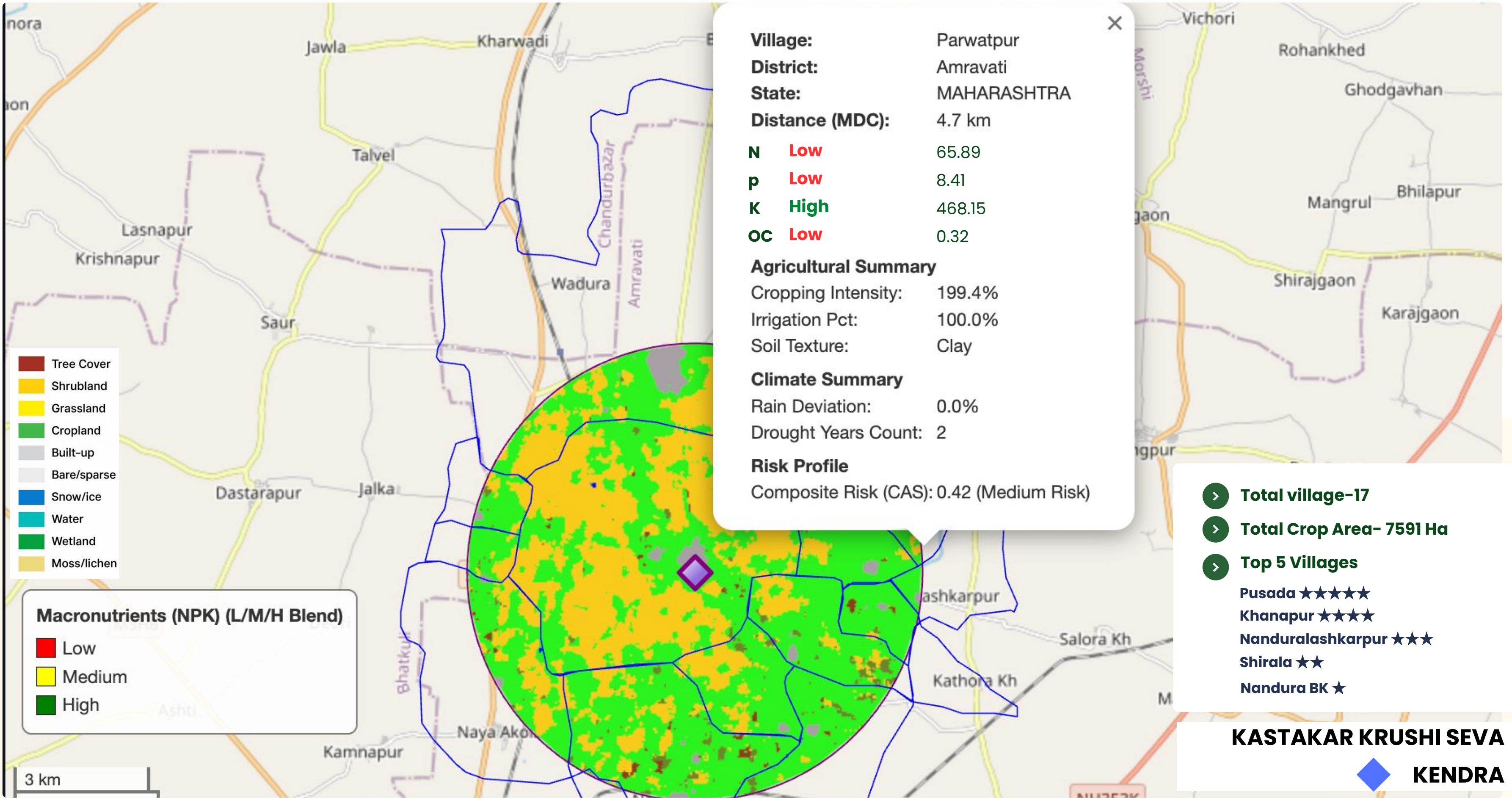
Farm level weekly irrigation forecast
and regional nutrient deficiency

Pest and Disease

Crop stage specific pest and disease
advisory+spray windows

Hyperlocal weather

7 days and 48 hrs highly precise
weather forecast



Village: Parwatpur
District: Amravati
State: MAHARASHTRA
Distance (MDC): 4.7 km

N **Low** 65.89
p **Low** 8.41
K **High** 468.15
OC **Low** 0.32

Agricultural Summary

Cropping Intensity: 199.4%
 Irrigation Pct: 100.0%
 Soil Texture: Clay

Climate Summary

Rain Deviation: 0.0%
 Drought Years Count: 2


Risk Profile

Composite Risk (CAS): 0.42 (Medium Risk)

Macronutrients (NPK) (L/M/H Blend)

Low
Medium
High

- > **Total village-17**
- > **Total Crop Area- 7591 Ha**
- > **Top 5 Villages**
 - Pusada ★★★★★
 - Khanapur ★★★★★
 - Nanduralashkarpur ★★★
 - Shirala ★★
 - Nandura BK ★

KASTAKAR KRUSHI SEVA
 **KENDRA**

3 km
 5KM radius

Farmer Services

Drone Sprayer:
4000 Acres

Soil Testing:
10000+

Hospi-Cash/Health Insurance
Online

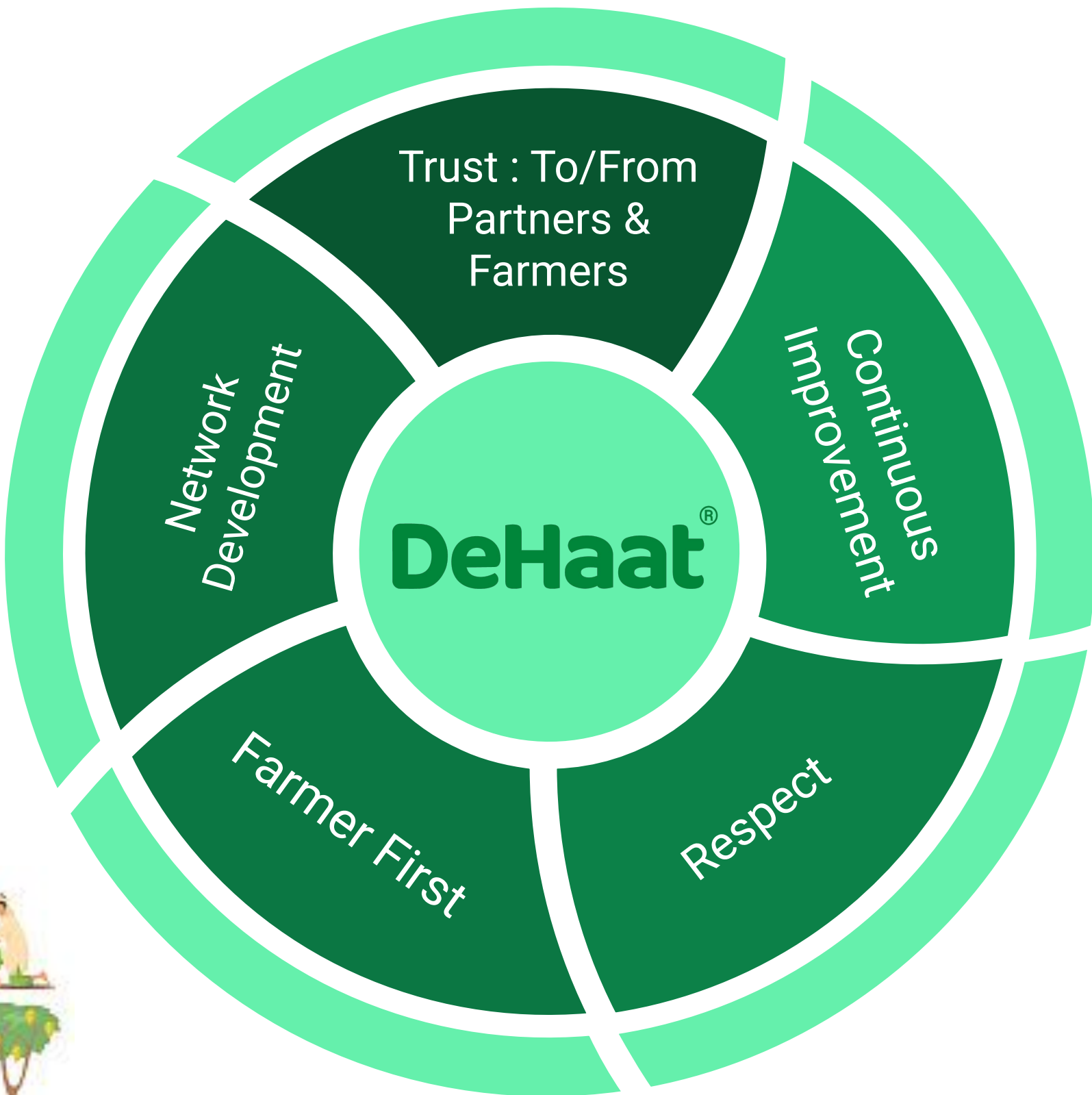
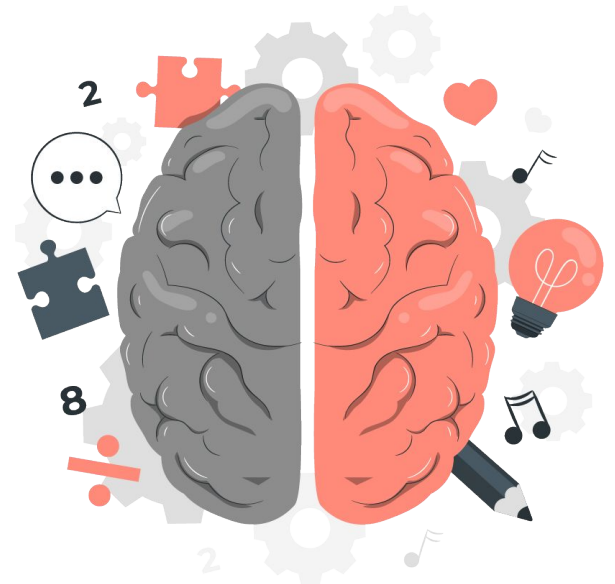
Precision Farming
(RST/IOT/Weather Forecast)
Digital First

Equipment Rental
**Bullwork Mobility,
BoomSpray**

Yojna Card

Dairy Services
**PD Kit/Heat Index
Insurance/Health
Insurance/Mastitis kit**

Establish the brand DeHaat





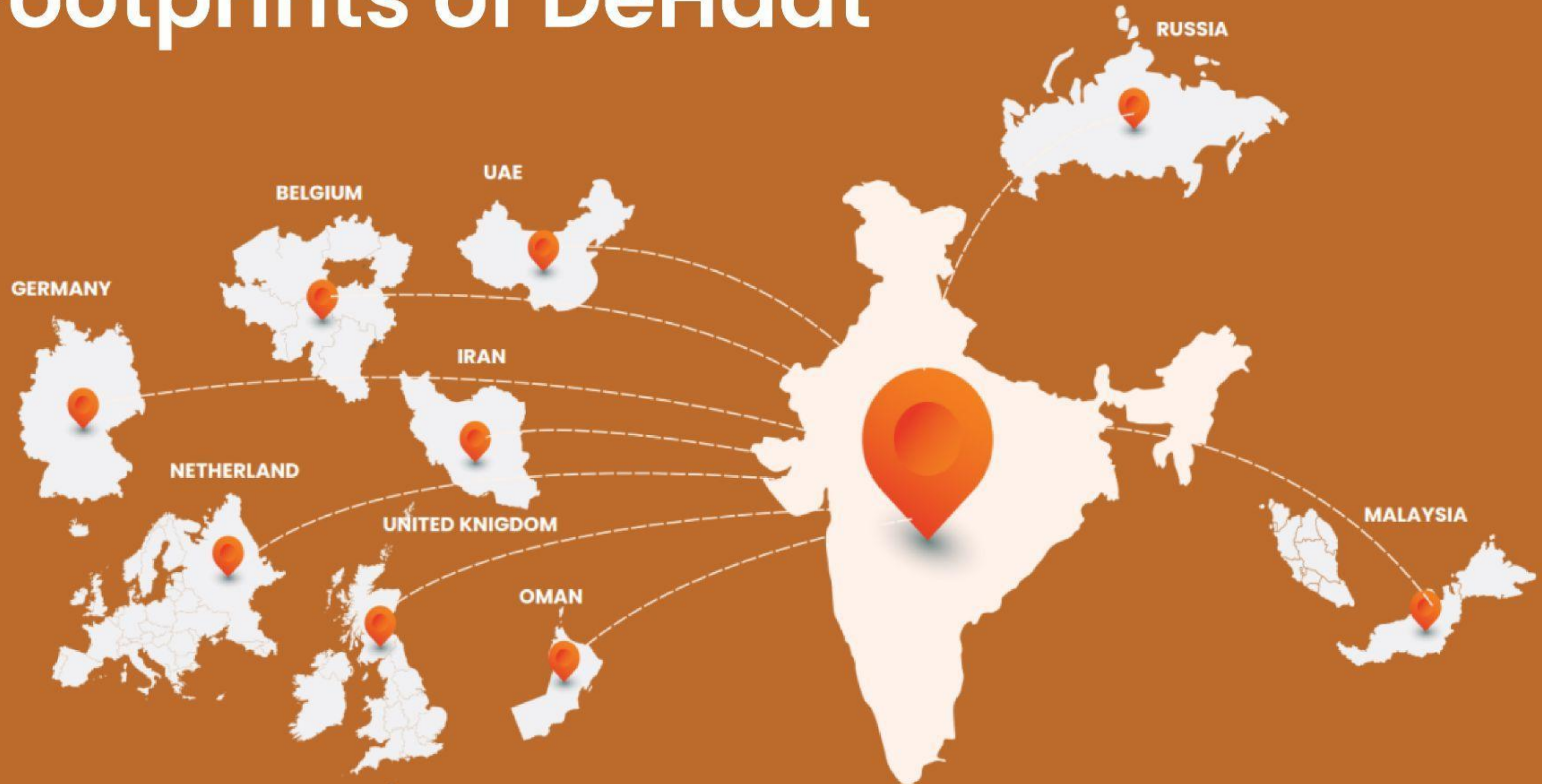


DeHaat - Seed to Market



Footprints of DeHaat

DeHaat[®]
Seeds to Market



Current Milestone

- Bundled Insurance
- Private Label (Seeds and Crop protection)
- Farmer Financing
- Input trade & distribution
- ME Financing
- Output trade
- Exports
- Warehouse Receipt Financing
- Trade Financing
- Network & Data Services

Farm to Fork



5 Million+ Acres

4.7 Million+ Minutes/month of time spent for crop advisory

16,320 Input orders delivered per day

6000 MT Harvest Managed per day

Farmer

13.5 Million +

8200+ physical extension meets for Farmer consultations, PoP amendments and digitisation



DeHaat Centers

14K+

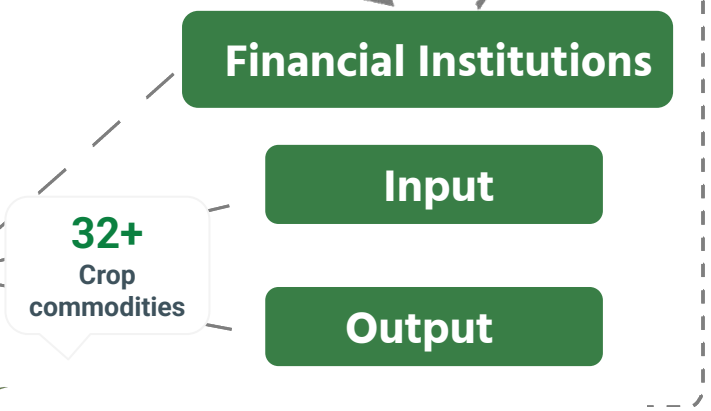
Last mile access of 4000+ Input SKUs to over 2 M acres



Node

260+ Districts

Hub-and-spoke operational model spread across 12 states



Institutional Partners

1200+

5000 MT+ per day post harvest linkage of 32 Crops



Consumer

5 Consumer Brands

Honest Farms, FarmPlus, Fieldfresh

With a net market opportunity of over 3.5 Billion USD comprising of over 100 Million Farmers, our mission is to scale DeHaat as enabling platform to formalize the agriculture value chains from farm to Fork, sustainably.

**Empowering Farmers,
Strengthening Nation**

**सशक्त किसान,
देश महान**

Jai DeHaat!

