Agribid©

From Marketplace to Global Agri Platform

The Agribid journey, and the seven verticals we are building on one farmer network.

Agribid — INTELLIGENCE

Agribid — FARMTECH

GO4AGRI

Agribid — SHUDH

SINTON AGRIBID TRADING

LEADERSHIP

The founding team

Three commodity-market veterans, now building India's agri operating system.



Ashutosh Mishra

Co-founder & CEO

20+ years

- 20 years experience in Product, Sales & Software development
- Worked with CDSL, ICICI Direct, Reliance Capital, Reliance Commodities
- Set up Reliance Money's Rual Distribution network in 1000+ talukas
- Created technology solutions for leading brokers including Zerodha

PREVIOUSLY

Reliance Commodities · ICICI Direct · CDSL

BSc Agriculture & MBA, BHU · PHD Sorborne France



Manoj Suvarna

Co-founder
Strategy & operations

20+ years

- 20+ years in Financial Markets and Commodity Trading
- Experience with Man Financials, Anand Rathi, Reliance Commodities
- Set up commodity auctions business and warehouse financing
- Built network for farm level procurement across multiple states

PREVIOUSLY

Reliance Capital · Inditrade · Anand Rathi · Phillip Capital

SMP, IIM Calcutta · MBA, Welingkar



Chetan Suvarna

Co-founder
Risk & product

15+ years

- 15+ years in Risk Management of Financial products
- Worked with Yes Bank, Reliance Commodities, Inditrade Capital
- Expertise in futures, options, and commodity procurement
- Managed commodity funding book of 150 Crores

PREVIOUSLY

YES Securities · Inditrade · Reliance Securities

MBA · B.Com

55+ years of combined experience across commodity markets, agri trade and rural finance.

Agribid today: the platform we have built

Five years of infrastructure. Twelve months of transformation.

1.2 Cr+

Registered farmers

Onboarded across 18 Indian states

3,000+

FPOs connected

Farmer producer organisations on the network

20,000+

PACS integrated

Primary agricultural credit societies

5,500+

Buyers on-platform

Institutional and private buyers

₹3,500 Cr+

Cumulative GMV

Transaction value through the ecosystem

7

Countries

India plus six international markets

From market access to finance: one integrated agri operating system.

THE PROBLEM

A broken chain, rebuilt as one platform

Replacing a tangled web of intermediaries with unified digital infrastructure.

The tangled web today

Farmer › Agent › Mandi › Trader › Retailer › Consumer

Every hop takes a cut, and the farmer sees almost none of the final price.

25–40% of farm value lost to intermediaries

40% value lost when farmers sell blind, with no price discovery

80% of smallholders lack access to formal credit

The Agribid hub

One operating system between the farmer and every buyer.

Direct market access

Farmer-to-buyer auctions with real-time price discovery.

Government procurement

NCCF, state agencies and PACS on one digital rail.

Global markets

Trade corridors into six countries beyond India.

Inputs and working capital

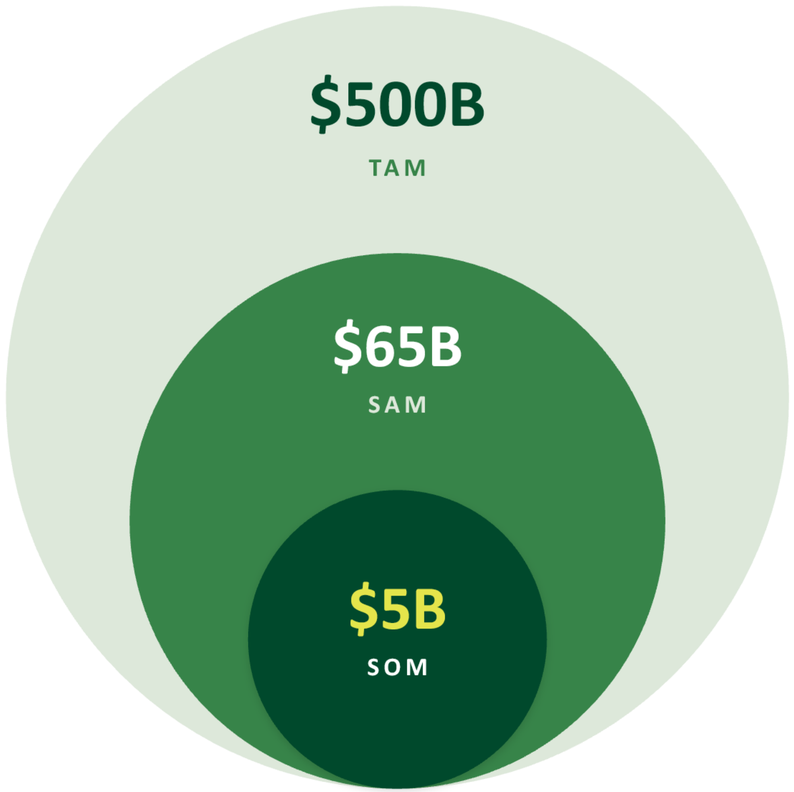
Finance and inputs linked to verified trade data.

We don't just remove middlemen; we replace a fractured chain with clean data flows.

MARKET OPPORTUNITY

India: a $500B proving ground

Solving India's agricultural complexity builds an architecture that travels.



$500B — TAM

Total agricultural output

India's entire agri economy: the ecosystem we are digitising.

$65B — SAM

Digital agri-commerce and agri-finance

The market our platform can address today.

$5B — SOM

Near-term capture

Government procurement, auctions and finance in our active states.

Untangling India's agri web validates an architecture we can deploy anywhere in the developing world.

Built for India's complexity; ready for the developing world.

THE JOURNEY

From one marketplace to seven verticals

Five years building the network; twelve months turning it into a multi-product platform.

THE FIRST FIVE YEARS · BUILD THE NETWORK

THE LAST 12 MONTHS · MONETISE IT

01

Digital marketplace

Online auction and bidding platform for direct farmer-to-buyer trade and real-time price discovery.

02

Government procurement

Digital partner to NCCF; e-auctions for APMarkfed and Maharashtra Tribal Development (3,000 MT jowar, 18,000 MT paddy).

03

Network & ecosystem

3,000+ FPOs and 20,000+ PACS connected; APEDA-incubated go4agri; fintech and climate-tech acquisitions.

04

Six new verticals

IoT, farm equipment, Agribid Intelligence, Shudh, Trading and Global, stacked on the same farmer base.

05

Going global

Operating, trade and office presence across Indonesia, Nepal, Seychelles, Mauritius, China and Vietnam.

We are monetising the same agricultural network through multiple products and transaction layers.

OUR VERTICALS

One farmer network, seven verticals

Each vertical adds a new revenue stream on the same 1.2 Cr farmer base.

01

Digital Platform

AI-led auctions, e-procurement and government procurement for FPOs, PACS and buyers.

MARKETPLACE

02

Agribid Intelligence

AI and satellite farm advisory, offered as a standalone product.

AI PRODUCT

03

Agribid Trading

Domestic and international commodity trade, sourced directly from FPOs.

TRADE

04

Agribid Global

Operating markets and trade corridors in six countries beyond India.

INTERNATIONAL

05

Agribid Shudh

Digital distribution of everyday staples to kiranas in Tier 2, Tier 3 and smaller towns.

CONSUMER

06

IoT Devices

Started with soil testing kits and weather stations for hyper-local farm data.

FARMTECH

07

Farm Equipment

Started with harvesters, weeders and tillers for smallholder farms.

FARMTECH

Farmer acquisition is not for one transaction; it creates a multi-product lifetime relationship.

VERTICAL 01

Agribid Digital Platform

Auction and procurement: the marketplace every other vertical plugs into.

From live e-auctions to India's cooperative procurement backbone.

₹3,500 Cr+
cumulative GMV through the platform

5,500+
institutional and private buyers

AI auction & bidding engine

Direct farmer-to-buyer matching with real-time price discovery, on a multilingual, STQC-certified platform.

Government procurement

Digital partner to NCCF ($4.8B turnover target); MSP/MIS procurement for APMarkfed and Maharashtra Tribal Development.

Cooperative storage backbone

Digital infrastructure for the $24B PACS grain-storage programme across 100,000 villages.

go4agri export platform

APEDA-incubated digital export platform for registered exporters; named in APEDA-BHARATI's Top 100.

Next: UP, Odisha, Telangana, Karnataka and Goa, plus wider digital integration of mandis.

VERTICAL 02

Agribid Intelligence

AI and satellite farm advisory, built and sold as a product in its own right.



Individual farms mapped digitally for continuous crop and field monitoring.

Satellite indices turned into actionable insight:

NDVI · NDWI · NDRE · LAI

Field data fused in

Weather stations, SoilMitra soil intelligence and on-ground field data sharpen every recommendation.

AIP partner network

Agribid Intelligence Partners drive village-level farmer acquisition and service delivery.

Monetised as advisory and farm monitoring across the existing farmer base.

VERTICAL 03

Agribid Trading

Turning the farmer network into domestic and international commerce.

Domestic trade

1–2%
typical margin

- Through Sinton Agribid Trading Pvt. Ltd.
- Direct FPO and farm sourcing gives a price and procurement edge
- Institutional maize: 2,600 MT per rake, with recurring distillery demand
- Basket expanding across maize, onion, potato, pulses and edible oils

International trade

2–4%
typical margin

- Commercial supply relationship with Seychelles Trading Company
- Mauritius opportunities across commodities and agri-development
- China–Nepal trade corridor, including fresh produce
- African sourcing: cashew, maize, sesame, soybean

COMMODITY BASKET

Maize | Onion | Potato | Pulses | Edible oils | Cashew

International trade converts India's farm network into a global supply platform.

VERTICAL 04

Agribid Global

Replicating the Agribid model in six markets beyond India.

Indonesia

FLAGSHIP

- Strategic engagement with INKUD, Indonesia's largest farmer cooperative
- Free School Meal ecosystem across 5,000 kitchens
- Marketplace, farmer registration, fertiliser and warehousing: a $1.5B blueprint

Nepal

OPERATING MARKET

- Agribid Nepal Pvt. Ltd., majority-owned by Agribid
- Farmer registration through municipal MoUs
- ADB investment talks; MCL fertiliser distribution network

Seychelles

LIVE SUPPLY

- Onion and potato supply to Seychelles Trading Company
- Expected annual volume of about USD 50M
- G2G digital auction framework under discussion

Mauritius

ADVANCED

- Proposal for direct supply of core commodities to state entities
- Sovereign-backed contract farming frameworks
- Agricultural development opportunities

China

IN TALKS

- Xinfadi market access opportunity
- Treasure Carbon: carbon-market relationship
- Machinery sourcing and the China–Nepal trade corridor

Vietnam

OFFICE OPEN

- Global office established
- Base for Southeast Asia sourcing and trade
- Part of the Africa–India–China–SE Asia corridor

Also developing: Guinea-Bissau and wider Africa, Bangladesh and Malaysia.

VERTICAL 05

Agribid Shudh: farm to kirana

Digital distribution of everyday staples to Bharat's unorganised kirana stores.

Agribid — Manufacturer → **State Stockist** — State level → **Distributor** — District level → **Sub-Distributor** — Taluka / town → **Kirana** — Tier 2 & smaller towns

13M

kirana and neighbourhood stores across India

91%

of India's grocery still sold through kiranas (2025)

TIER 2, TIER 3 & SMALL TOWNS

PHASE 1

Pilot in one state

Full order-to-cash loop live at every tier, from Agribid to kirana started in Maharashtra.

PHASE 2

National rollout

Scheme engine, digital payments, e-invoicing and sales analytics.

PHASE 3

Intelligence & embedded finance

Kirana credit scoring, NBFC-linked finance and demand forecasting.

Every kirana order becomes a demand signal for our farmers and a credit record for our fintech arm.

Sources: Invest India (kirana store count); Redseer Strategy Consultants, Jan 2026 (grocery share).

VERTICALS 06 & 07

FarmTech: IoT and farm equipment

Hardware that puts Agribid on the farm, and sends field data back to the platform.

VERTICAL 06

IoT Devices

Soil testing kit

SoilMitra soil intelligence for farm-level soil health and input advice.

Weather stations

Indoor and outdoor stations capturing hyper-local weather data.

Next in the stack

Soil probes and satellite integration for continuous field monitoring.

VERTICAL 07

Farm Equipment



Harvester

Crop harvesting



Weeder

Weed control



Tiller

Soil preparation

Machinery sourcing from China, with a potential Agribid-branded, India-assembly model.

Cross-sold with inputs, advisory and finance to the existing farmer base.

Every device in the field feeds the data behind Agribid Intelligence.

BUSINESS MODEL

One farmer, four revenue layers

Acquired once at near-zero cost, then served across the entire crop cycle.

Near-zero CAC

Farmers arrive in bulk through government-backed institutional networks, not paid marketing.

1.2 Cr+

farmers on the network

FPOs · PACS · COOPERATIVES

01 **Core transaction**

AI marketplace matching and e-auctions earn fees on every trade.

MARKETPLACE

02 **Finance and leasing**

Bridge and input finance, plus asset-backed farm-equipment leasing.

CROSS-SELL

03 **Government project fees**

Service fees for digital procurement and storage, plus G2G export margins.

G2G

04 **Recurring SaaS and climate**

IoT hardware, advisory, carbon-credit monetisation via Treasure Carbon and organic manure.

RECURRING

We acquire a farmer once, then serve the whole economic lifecycle of their crop.

OUR MOAT

Sovereign-grade integrations

Five government and cooperative mandates, built over four years.

01

NCCF digital partner

Building the digital infrastructure for India's cooperative commerce.

$4.8B TURNOVER TARGET

02

PACS grain storage

Digital backbone for the $24B programme creating storage in 100,000 villages, reaching 150M farmers.

$24B PROGRAMME

03

APMarkfed & Maha Tribal

Proven execution through 3,000 MT jowar and 18,000 MT paddy e-auctions.

21,000 MT AUCTIONED

04

APEDA go4agri

Incubated to build the digital export platform for all APEDA-registered exporters.

APEDA INCUBATED

05

Plan Ahead

Zero-power standalone storage, being integrated into the PACS network.

ZERO-POWER STORAGE

Competitors cannot buy or hack their way into these integrations.

DISTRIBUTION

Last-mile reach, built-in network effects

Institutional partners at the top, village entrepreneurs on the ground.

Integrating at the top

3,000+

Farmer producer organisations

20,000+

Primary agricultural credit societies

Existing institutions pipe farmer supply straight into the ecosystem.

The network effect

1.2 Cr+

farmers, onboarded in bulk

Every new institutional partner brings hundreds of thousands of farmers at once, driving CAC towards zero and making the network more valuable.

NEAR-ZERO CAC

Reaching the ground

5,000+

Taluka-level village entrepreneurs (VLEs)

AFC India + India Post

Strategic distribution partnership

Local entrepreneurs carry Agribid services to the farm gate.

Each partner adds farmers in bulk; each farmer makes the network worth more.

GLOBAL PROOF POINT

Indonesia: the $1.5B blueprint

Exclusive digital partnership with INKUD, Indonesia's largest farmer cooperative.

THE SCALE

1.2 Cr

Indonesian farmers to be onboarded onto the multilingual Agribid platform.

PARTNER

INKUD

Agribid is the exclusive digital provider to Indonesia's largest farmer cooperative.

ENGINE

Real-time

The Agribid OS assures quality control and traceability, preventing supply-chain leakage.

ENDPOINT

5,000

National kitchens served with tracked, compliant delivery for the Free School Meal programme.

$1.5B

blueprint: marketplace, farmer registration, fertiliser and warehousing

STRATEGIC PARALLEL

INKUD is positioned as Indonesia's equivalent of NAFED in India: a central node that national procurement runs through.

Indonesia proves the Agribid model exports at national scale.

GLOBAL PROOF POINTS

Nepal and the Indian Ocean

Grassroots replication in Nepal; sovereign food security in Seychelles and Mauritius.

Nepal

GRASSROOTS REPLICATION

1. **Municipal registration engine**
   MoUs with local municipalities for direct, standardised farmer registration.
2. **Institutional capital**
   Active investment discussions with the Asian Development Bank.
3. **Physical infrastructure hubs**
   MCL fertiliser network for bulk distribution of organic fertilisers.
4. **Core service delivery**
   Agribid OS gives registered farmers inputs, advisory and market access.

Seychelles

LIVE SUPPLY

USD 50M

expected annual volume

- Onion and potato supply to Seychelles Trading Company
- G2G digital auction framework under discussion

Mauritius

ADVANCED

- Proposal for direct supply of core commodities to state entities
- Sovereign-backed contract-farming frameworks
- Replicating the Seychelles supply model, deeper in the production cycle

We are not just software; we secure physical food supply chains for nations.

INORGANIC GROWTH

Building the ecosystem through acquisitions

We acquire and integrate complementary capabilities to reach scale faster.

PLATFORM

go4agri

Expanded platform capacity and accelerated farmer onboarding across the ecosystem.

FINTECH

Aggois

Brought proprietary underwriting and rural credit infrastructure to power the finance arm.

CLIMATE TECH

zeroxc

Integrated verifiable sustainable-farming metrics and carbon monetisation.

Agribid core

Market infrastructure that every acquisition plugs into.

We build what is core and acquire what accelerates, integrating each capability into one farmer network.

Each acquisition plugs into the same farmer network from day one.

VALIDATION

Pillars of trust and validation

Recognised globally; mandated at the highest levels of the Indian government.

PILLAR 1

GLOBAL RECOGNITION

Selected in the Forbes 200

Independent global validation of a high-growth, scalable business model.

INDEPENDENT VALIDATION

PILLAR 2

COOPERATIVE COMMERCE BACKBONE

NCCF portal inaugurated by the Home Minister

Agribid is the exclusive digital partner building India's cooperative-commerce infrastructure, anchoring the $4.8B pipeline.

$4.8B PIPELINE

PILLAR 3

NATIONAL INFRASTRUCTURE MANDATE

Grain-storage plan inaugurated by the Prime Minister

Agribid delivers the digital backbone for the $24B programme creating grain storage across 100,000 villages.

$24B PROGRAMME

Recognised by Forbes; inaugurated by India's Prime Minister and Home Minister.

THANK YOU

One farmer network. Seven verticals. Seven countries.

India offices

Mumbai (HQ) | Delhi | Varanasi | Lucknow | Shimla | Chennai | Hyderabad | Jaipur | Bhopal | Bilaspur | Dehradun

Global offices

Indonesia | Nepal | Ghana | Ivory Coast | Dubai | Vietnam | Malaysia

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