

Company Profile
Kishan Retail Sathi Pvt Ltd (KRS)

"Empowering Farmers, Preserving Freshness, Building Wealth."

1. Executive Summary

Kishan Retail Sathi Pvt Ltd (KRS) is a disruptive, women-led Agritech startup incorporated in April 2026. Headquartered in Bhubaneswar, Odisha, we are dedicated to transforming India's "Farm-to-Fork" supply chain. By integrating decentralized physical infrastructure with a blockchain-ready digital platform, we eliminate exploitative middlemen and solve the critical food wastage problem at its source.

Our model moves beyond simple procurement; we take full ownership of the supply chain—from controlled production to our own branded retail outlets—ensuring maximum value for the producer and peak freshness for the consumer.

2. Identity & Vision

- **Mission:** To empower the "hands that feed the nation" by providing price predictability, professional skilling, and direct market access through a transparent, digital-first ecosystem.
 - **Vision:** To eliminate every middleman in the Indian vegetable and fruit supply chain. We aim to establish **1,000 branded outlets** in every state, starting with a dominant footprint in Odisha and expanding Pan-India within five years.
 - **Core Values:** Transparency, Digital Accountability, and Rural Empowerment. We leverage digital ownership to ensure that the farmer is a long-term stakeholder in the value chain.
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3. The Problem: The Middleman Monopoly

India's agricultural market suffers from a fragmented supply chain where farmers often receive only a fraction of the final retail price. This is driven by:

1. **Opaque Pricing:** Traditional Mandi brokers control pricing without transparency.
 2. **Infrastructure Gaps:** A lack of farm-gate cold storage leads to 30–40% wastage.
 3. **Market Blindness:** Farmers grow crops without data, leading to over-supply and "distress sales."
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4. The KRS Solution: The Three Levers of Control

We have implemented a full-stack process that handles the journey of a commodity from seed to shelf:

- **Controlled Production (Market Intelligence):** We collaborate with farmers to provide data-driven insights. Our partners grow exactly what the market demands, backed by long-term purchase contracts and a **Fixed Minimum Support Price (MSP)**.
 - **Strategic Storage (Village-Level Clusters):** We are establishing Cold Storage Clusters at the village level. By using solar-powered cold rooms and specialized cold crates for retail, we extend shelf life and hedge against price crashes.
 - **On-Time Transportation (Farm-to-Store):** Our dedicated logistics network operates in cluster zones to ensure delivery from the farm to our branded stores within hours, eliminating transit damage and maintaining nutrient density.
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5. Operational Excellence & Technology

Our proprietary **Android/iOS Application** serves as the nervous system of the company, featuring:

- **Blockchain-Ready Architecture:** Ensuring every transaction is transparent and tamper-proof.
 - **AI-Driven Forecasting:** Predictive procurement based on demand data.
 - **User-Friendly Onboarding:** Full digital onboarding for farmers, retailers, and transporters.
 - **Sathi Dashboards:** Real-time tracking for logistics, employee daily activities, and payment processing.
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6. Leadership Team

KRS is a **women-led organization** managed by a team with versatile backgrounds in research, solar power, and cold-chain logistics:

- **Sunita Sethi (Director & Signatory):** Leading the company's strategic vision and compliance.
 - **Rajiv Lochan Pattnaik (Director & Founder):** The visionary behind the KRS supply chain model and post-production solutions.
 - **Sambit Pattnaik (Non-Executive Director):** State Head of Ecofrost (Solar-powered cold room manufacturing), bringing world-class expertise in storage technology.
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7. Milestones & Roadmap

- **Current Standing:** Successfully tied up with **100 cold rooms** and established partnerships across **20 village Panchayats**.
 - **Development:** Core application interface is ready; un-official farmer networks are already active.
 - **Phase 1 (Current):** Dominating the Odisha market through village-level FPO clusters.
 - **Phase 2:** Expanding into high-potential belts in Andhra Pradesh, Bihar, and Chhattisgarh.
 - **Phase 3:** Achieving the goal of 1,000 branded outlets per state to standardize fruit and vegetable pricing nationally.
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8. Contact Information

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