

Kissan Retail Sathi Pvt Ltd is operating and providing solutions not by using "supply chain idea-traditional supply chain, information and products move in a straight line: **Farmer → Middleman → Retailer → Consumer**. Once the consumer buys the product, the "line" ends"

but to fix problems using a "**Closed-Loop Value Network**- transforms that line into a circle. It is a system where data from the end-consumer flows backward to the farmer, and physical waste or inefficiencies are recycled or eliminated through integrated control".

Which shows we aren't just moving boxes; but we are managing a data-driven ecosystem.

This 12-slide structure is to integrate the **7 Stages of Operation** and our **Closed-Loop Feedback System**.

Slide 1: Title Slide

- **Visual:** High-resolution image of the KRS "Farm-to-Fork" logo.
- **Content:** Kishan Retail Sathi Pvt Ltd (KRS).
- **Tagline:** India's First Closed-Loop AgriTech Value Network.
- **Footer:** Empowering Farmers, Preserving Freshness, Building Wealth.

Slide 2: The Core Problem (The Linear Chain Gap)

- **Content:** Traditional supply chains are "Linear & Leaky."
- **Points:**
 - **Input Inefficiency:** Farmers use poor seeds/chemicals without data.
 - **Thermal Shock:** Lack of immediate pre-cooling kills 30% of shelf life at the farm gate.
 - **Information Silos:** Farmers grow "blind," leading to Mandi gluts and price crashes.

Slide 3: The KRS Solution (The 7-Stage Integrated Model)

- **Visual:** A circular diagram showing the 7 stages of your operation.
- **Stages:**
 1. **Input Supply:** Standardized seeds/fertilizers (Bulk procurement).
 2. **Production:** Precision agriculture & climate-resilient practices.
 3. **Post-Harvest:** Immediate pre-cooling & automated sorting/grading.
 4. **Processing:** Commodity-specific smart packaging.
 5. **Market Access:** Digital integration & Contract Farming (Fixed MSP).
 6. **Distribution:** GPS-optimized routes & last-mile connectivity.
 7. **Retail/Consumers:** QR-code traceability & feedback loops.

Slide 4: Technology & Control Areas

- **Content:** How we maintain the "Pulse" of the network.
- **The 3 Control Levers:**
 - **Controlled Production:** Synchronizing seed supply with real-time demand data.
 - **Strategic Storage:** Buffer clusters that prevent market gluts and add value.
 - **On-Time Transportation:** GPS-monitored "Cold-Chain" logistics to maintain peak freshness.

Slide 5: The Feedback-Driven Loop (The "Moat")

- **Content:** We don't just sell; we learn.
- **The Loop:**
 - **Demand Signal:** Consumer data from 1,000 stores dictates planting.
 - **Stability:** Storage ensures we never run out of raw materials for processing.
 - **Transparency:** QR-code traceability builds ultimate consumer trust.
- **Result:** A Value Network where information flows backward as fast as products flow forward.

Slide 6: Market Opportunity

- **Data:** Focus on the "Farm-to-Fork" efficiency gap in India.
- **TAM:** India's \$600B Food & Grocery Market.
- **SAM:** The \$25B high-value fruit and vegetable segment in East/South India.
- **SOM:** Capturing the Odisha market through 20 village-clusters and 1,000 outlets.

Slide 7: Product Showcase (The App & Infrastructure)

- **Visual:** Mockups of the App for Farmers (Input ordering) and the QR Code Traceability for Consumers.
- **Highlight:** Automated grading and commodity-specific packaging that reduces transit damage by 80%.

Slide 8: Business Model & Monetization

- **Model:** Full-Stack Aggregator.
- **Revenue Streams:**
 - **Retail Sales:** High-margin sales through branded outlets.
 - **Bulk Procurement Savings:** Margins on input supply to farmers.
 - **B2B/Q-Commerce:** Supply contracts for high-transparency produce.

Slide 9: Traction & Strategic Partnerships

- **Milestones:** 100 Cold Rooms tied up, 20 Village Panchayats onboarded.
- **Strategic Edge:** Core team expertise in **Solar-Powered Pre-Cooling** (Ecofrost) and **Blockchain-ready logistics**.

Slide 10: Growth Roadmap (Scale-Up Strategy)

- **Phase 1 (Odisha):** 100 outlets & local cluster optimization.
- **Phase 2 (Regional):** Replicating the "Cluster Hub" model in Andhra Pradesh & Bihar.
- **Phase 3 (National):** 1,000 stores per state; National Price Standardization.

Slide 11: The Team (The "Sathis")

- **Sunita Sethi:** Director (Leadership & Compliance).
- **Rajiv Lochan Pattnaik:** Founder (Strategy & Supply Chain).
- **Sambit Pattnaik:** NED (Infrastructure & Cold Room Expert).
- **Support Staff:** Research, Solar Tech, and Data Analytics experts.

Slide 12: The Investment Ask

- **Objective:** To complete the "Closed-Loop" infrastructure.
 - **Allocation:**
 - **Tech:** AI for demand forecasting and Blockchain for traceability.
 - **Physical:** Automated grading machines and pre-cooling units at village hubs.
 - **Retail:** Launching the first batch of 100 branded outlets.
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Key Addition for the "Indian Investor" context:

When presenting **Slide 5 (The Loop)**, emphasize that this solves the "**Price Volatility**" issue that plagues Indian agriculture. Investors in India love models that show "Price Control" because it protects the company's margins from the wild price swings usually seen in local Mandis.