



# Agrifeeder<sup>TM</sup>

BY NEETU CHANDRA

# ROOTED IN FARMER'S VALUES

CORPORATE BROCHURE





## BIHAR'S ONLY FARMERS' FIRST CONSUMER BRAND

**27,000+**  
FARMERS NETWORK

**27114**  
HECTARES OF FARMLAND

**7500+**  
WOMEN FARMERS EMPOWERED

**50+**  
AGRI PRODUCTS

**8**  
GI TAGGED PRODUCT





# OUR STORY

Raman & Rounak, born into a poor farmer's family in Bihar, not only experienced but lived the hardships of farming. Limited resources & education posed significant challenges for farmers, making access to even basic facilities like healthcare, education, & food a struggle.

During Raman's MBA, the idea of Agrifeeder emerged—a platform connecting farmers, stakeholders, and buyers. Despite financial constraints, Raman undertook various roles, including that of a milk seller, without losing sight of his vision. Returning to Bihar with Rounak, they, along with Priya, incorporated the firm in 2017 and initiated direct collaboration with farmers, empowering them and their wives through training. In 2020, they introduced Lemongrass tea, initially gaining modest revenues but a special place in the hearts of many.

During the Covid crisis, their distribution of lemongrass to patients and families marked a significant milestone, leading to increased tea demand. Recognised at the Delhi Emporium & lauded by the Drishti Foundation & IIT BHU, our network now includes over 230 farmers dedicated to creating preservative-free products, signifying the beginning of our inspiring journey

Agrifeeder today has a network of 27000+ farmers and 27114 hectares of farmlands. The farmers network boasts of 7000+ women farmers growing 50+ agri-products including 8 GI Tagged products.

# OUR VISION

To be Bihar's only farmers' first consumer food brand by 2030 delivering sustainable ecosystem that benefits both farmers and consumers.

# OUR MISSION

To cultivate a sustainable ecosystem by prioritizing farmers well being and at the same time delivering high quality, consumer focussed agricultural products, ensuring mutual benefits and long term prosperity.



# CORE VALUES

**Resilience and Perseverance:** The farmers ability to “grow grain for others” despite “multiple number of issues in life” demonstrates an extraordinary level of resilience. Taking this from our farmers Agrifeeder is deeply rooted in this core value of resilience and perseverance.

**Connection to Nature:** The respect for “mother earth, the sun, the air, the rain” reflects a profound understanding of the interconnectedness of life. This connection fosters a sense of stewardship, driving farmers to care for the land and its resources. Agrifeeder’s commitment to environmental sustainability through organic manures, tree planting, and eco-friendly packaging directly reflects the farmers’ inherent connection to and respect for nature.

**Honesty and Integrity:** Farmers honesty is remarkable and speaks about their trustworthiness and ethical conduct. By maintaining ethical business activities and fair deals, Agrifeeder not only supports farmers economically but also upholds the integrity and values that are essential to a sustainable and just agricultural system.

**Selflessness and Community Focus:** The act of growing food for others shows a high level of selflessness by farmers. Agrifeeder’s initiatives of providing employment to unemployed youth, empowering women farmers, and improving livelihoods demonstrate this core value of serving the community.

## USP



FRESH AGRICULTURAL YIELD



NATURALLY GROWN PRODUCTS



FASTEST SHIPPING



# CO-FOUNDERS



## Raman Kumar

Raman is leading the charge in business development, navigating incubation funding & mentorship. He is instrumental in exploring new avenues for company expansion & crafting strategic initiatives for future growth.



## Priya Pandey

Priya is responsible for managing networking activities, driving sales growth, establishing B2B partnerships & maintaining strong customer relationships.



## Rounak Kumar

Rounak started by working closely with farmers & understanding their needs. Now, he's focused on planning & developing strategies to help farmers & improve agriculture. He's also managing the process from farming to selling in the market

# CO-FOUNDERS

*Nitu Chandra*  
SRIVASTAVA

**JOINS US AS A**  
Co-Founder  
Mentor  
Advisor  
Face Of The Brand

**ACTOR**  
THEATRE ARTIST  
NATIONAL AWARDED PRODUCER  
MARTIAL ARTIST  
INDIAN DANCER  
THESPIAN  
ACTIVIST & HUMANITARIAN





# B2C PRODUCTS



## Sattu

Channa Sattu Original | Channa Sattu Jeera Mix | Channa Sattu with Moringa Leaves Powder | Channa Sattu with Wheat Grass Powder | Jau Sattu Sattu



## Lemongrass Tea

Ajwain | Cardamom | Clove | Ginger | Mint | Sauf



## Raw Honey

Moringa | Tulsi | Karanji | Eucalyptus | Litchi | Sesame



## Jaggery

Single Sku



## Katarni Rice

Single Sku  
GI Tag - 553



# B2B PRODUCTS

## CEREALS



### Millet

Kodo | Sava | Kutaki | Ragi (Finger)  
Jowar (Sorghum) | Bajra (Pearl)

### Katarni Rice

Single Sku  
GI Tag - 553

### Marcha Rice

Single Sku  
GI Tag - 801

### Gobindbhog Rice

Single Sku  
GI Tag - 531

### Jau Barley

Single Sku

### Maize

Single Sku

## PULSES



### Chickpeas

Super Food  
Channa Dal And Its By Products

### Pigeon Peas

Toor Dal And Its By Products

### Split Peas

Matar Dal And Its By Products

### Mung Bean

Mung Dal And Its By Products

### Lentil

Masur Dal And Its By Products

## SPICES



Haldi  
Powder

## NUTS & SEEDS



### Makhana

Super Food  
GI Tag - 696  
Raw Makhana All Sizes  
12mm Onwards

### Flax Seeds

Super Food  
Single Sku





# PRODUCTS

## FRESH FRUITS



### Mango Jardalu

Single Sku  
GI Tag - 551

### Mango Malda

Single Sku

### Mango Fazli

Single Sku  
GI Tag - 113

### Litchi

Single Sku  
GI Tag - 552

### Strawberry

Super Food  
Single Sku

## FRESH VEGETABLES



### Pointed Gourd

Super Food

### Green Chilli

Single Sku

### Snow Peas

Single Sku

### Ladyfinger

Single Sku

### Mushroom

Oyster Mushroom, Mushroom Pickle and  
Mushroom Powder

### Magahi Paan

Single Sku  
GI Tag - 554

## OTHERS



### Moringa

Powder and Leaves

### Jute

Single Sku

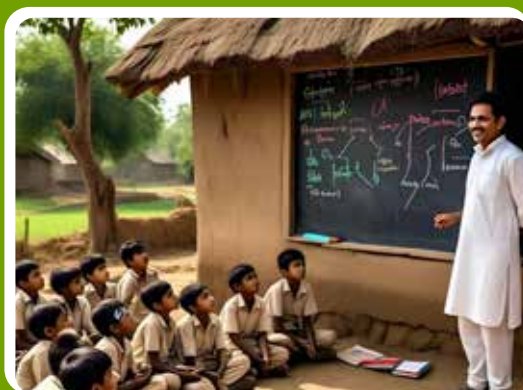


# VALUE ADDED SERVICES

## COLLABORATION WITH



**Training**



**Child Education**



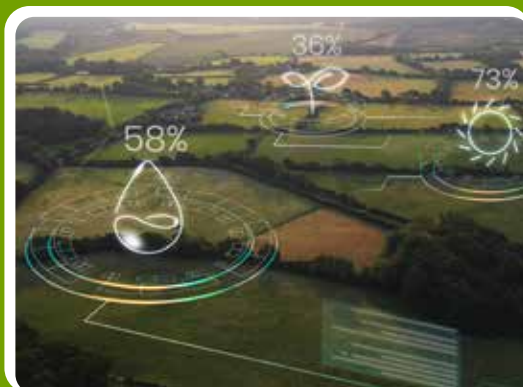
**Farmer Loans**



**Community Services**



**Jaivik Kheti**




**Sustainability  
Development**




# PRESS MEET



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SCAN TO EXPLORE MORE!