

# KisanKraft®

Krushaka Mantram - Krushi Yantram



BIS-ISI Approved



9001:2015



Affordable



Pan India  
Distribution



Spares  
Available



Subsidy  
Available

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## Overview

### Introduction

KisanKraft was started from a small garage in Bangalore in 2005 as an exclusive importer and distributor of farming tools of American and Japanese companies named Ardisam and Tanaka respectively. Within a period of 14 years, KisanKraft has become one of the leaders in the farming implements sector catering to small and marginal farmers.

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*KisanKraft is a Manufacturer and distributor of affordable farm equipment suited to the needs of small and marginal farmers.*

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Today KisanKraft has an all-India network of more than 3500 dealers, 13 regional offices across India with a head office and more than 1 lakh sq. ft. central warehouse in Bangalore. KisanKraft's strength are its 375 dedicated and hardworking employees including a 50 member strong technician team that provides effective after-sales service in turn supporting its best quality products specially designed for Indian conditions.



*KisanKraft Head Office Bangalore*

## Key Highlights

Year since Inception	14 Years
Total Employees	375
Offices	1 Head Office: Bangalore 13 Regional Offices
Warehousing	100,000+sq ft Owned central warehouse in Bangalore 12 Regional Warehouses
Assembly	Own Assembly Plant in Bangalore for BIS/ISI Products
Servicing	13 Regional Service Centers
Certification	ISO 9001:2015 BIS ISI Certification for certain products FMTTI / SAU certifications for most products
Professional Memberships	<ul style="list-style-type: none"><li>• Federation of Indian Chambers of Commerce &amp; Industry (FICCI)</li><li>• High Tech Agriculture Equipment Supplier Association of Karnataka</li><li>• Association of Agriculture Machinery Manufacturers (AMMA)</li><li>• India China Economic &amp; Culture Association</li><li>• Federation of Karnataka Chambers of Commerce &amp; Industry (FKCCI)</li></ul>
Patent	Chinese Patent for Gearbox Design More patents under progress
Trademarks	India and China

## Vision & Values

The majority of Indian farm equipment market focuses medium and large farmlands. Such equipment are unsuitable for small farm lands. KisanKraft's equipment for small/marginal farmers are distributed through dealers in towns across India. These dealers serve small and marginal farmers by providing cost-effective products and local after-sales service.

### Vision

- To become market leaders in the agricultural implements sector for small and marginal farmers.

### Mission

- KisanKraft mission is to design and develop best quality, scale efficient farm equipment and bring it to a place near the farmer.
- To reach every small-marginal farmer across the globe by addressing the labor shortage through affordable farm equipment backed by excellent service.

### Objective

- Over the next 3 years, KisanKraft wants to have a branch office in each state, develop a network of 10,000 dealers and impact the lives of more than 50 lakh farmers.

### Core Values

- Transparency with customers, vendors and employees
- Continuous improvement in the products, service, and parts availability

## Board of Directors

<p><b>Ravindra K Agrawal: Promoter &amp; Managing Director</b></p> <ul style="list-style-type: none"> <li>• B.E (Honors) B.I.T.S Pilani, India</li> <li>• 17 years of extensive software development experience for various products for Microsoft Corporation, Redmond</li> <li>• Holds 2 U.S. patents related to Software GUI</li> </ul>	
<p><b>Sarika Agrawal: Director</b></p> <ul style="list-style-type: none"> <li>• B.A (English), Ravishankar University, India</li> <li>• Oversees Accounting Functions, purchases and Human Resources</li> <li>• Visits OEM factories for audit, undertakes vendor development and works on new product identification</li> </ul>	
<p><b>Charles G. Moore: Director</b></p> <ul style="list-style-type: none"> <li>• M.A. Computer Science, University of Washington, 1989.</li> <li>• M.A. Economics, University of Chicago, 1984</li> <li>• B.A. Economics, Swarthmore College, 1982. High Honors, Phi Beta Kappa.</li> <li>• 24 years of software development experience for Microsoft Corporation</li> <li>• Investor, Programmer and Economics teacher</li> </ul>	
<p><b>Ankit Chitalia: CEO</b></p> <ul style="list-style-type: none"> <li>• B.Tech-Production Engineering (5th rank holder, Mumbai University)</li> <li>• 9 years at KisanKraft handling Sales &amp; Operations</li> <li>• KisanKraft achieved its highest turnover under his leadership</li> </ul>	
<p><b>Sunil Prasad: Director (Operations)</b></p> <ul style="list-style-type: none"> <li>• Extensive experience in sales at Reliance Communications</li> <li>• Handling All India Operations at KisanKraft since 2011</li> </ul>	

## Organizational Structure

Board of Directors are supported by a well-organized and well-staffed team

- ✓ Sales Division
- ✓ Service Division
- ✓ Channel Development
- ✓ Warehousing Division
- ✓ Branding Division
- ✓ Human Resource Division
- ✓ Finance & Accounts Division

## Business Profile

### Product Range

- Products covering all major processes of farming (land preparation, planting, crop management, harvesting and post-harvest processing)
- Designed Specifically for Indian Conditions
- 22+ Product Segments, 350+ SKUs



Electric Motor



Electric Water Pump



Engine



Water Pump



Maize/Corn Harvester



Intercultivator



Power Tiller



Reaper



Brush Cutter/Paddy Weeder



Battery Sprayer



Power Sprayer



Portable Power Sprayer



HTP Sprayer



Orchard Sprayer



Mist Dust Sprayer



Leaf Blower



Pressure Washer



Chaff Cutter



Milking Machine



Chainsaw



Pruner



Palm Harvester



Post Hole Digger



Seeder



Paddy Transplanter



Tea Leaf Harvester



Fogging Machine



Hedge Trimmer



Lawn Mower



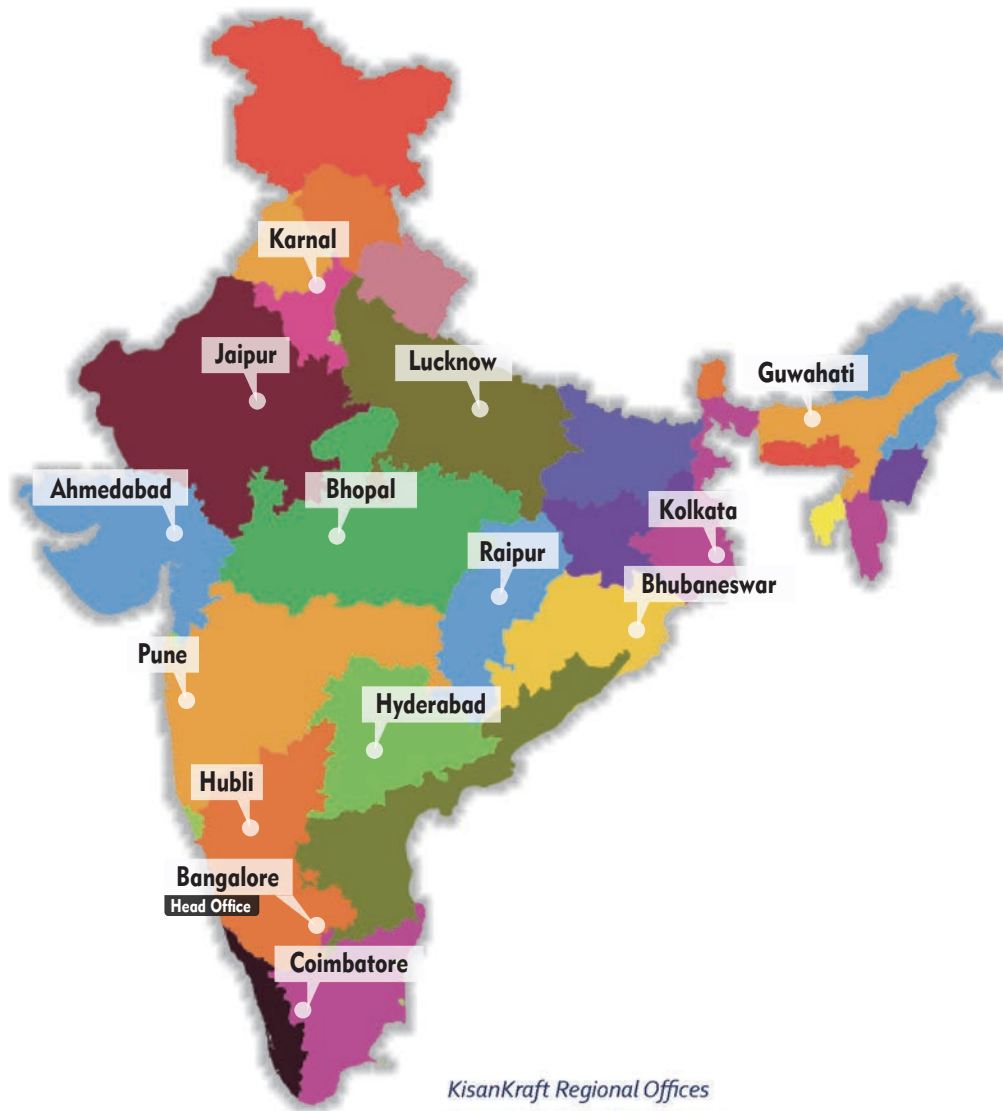
Garden Tools

*KisanKraft Products for all stages of Farming*

## All India presence

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- 3500 dealers
  - 13 regional offices + service centers
  - Presence in Nepal and Sri Lanka also
- 



## Empanelment in States across India

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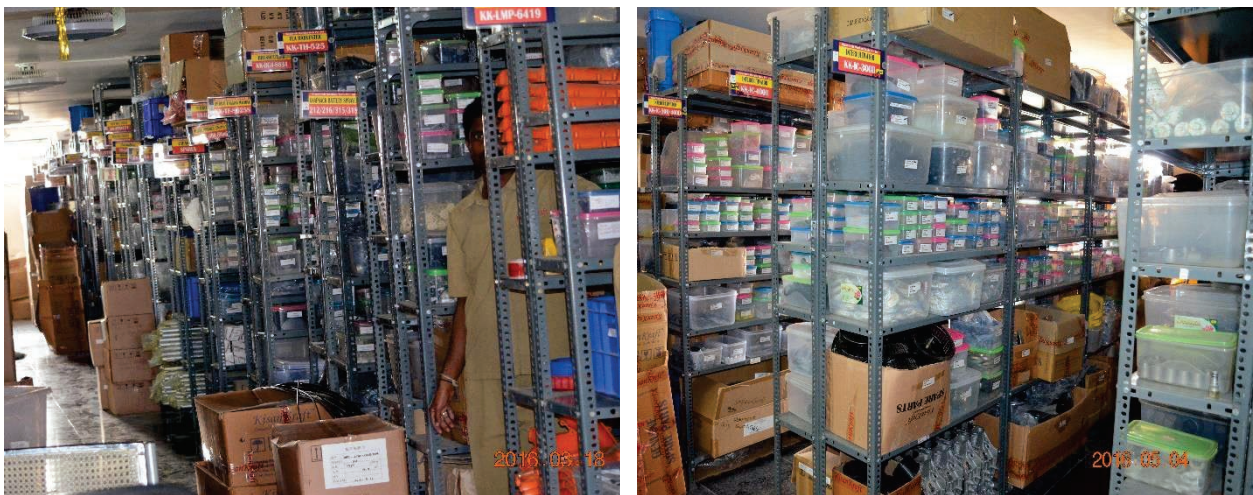
- KisanKraft products are approved in most states
  - Authorized dealers of KisanKraft undertake supply, service and follow-ups under various government schemes
-

## Robust Inventory Management

- Owned central warehouse in Bangalore and 12 Regional Warehouses
- Separate space for storage of Spare Part Inventory



*KisanKraft Central Warehouse: 100,000+ Sq Ft*



*Spare Parts Warehouse*



## Recognized Brand Name

- TV Commercials in Various Regional Channels
- Advertisement in agriculture focused print media, Wall Paintings
- Showroom on Wheels – for dealer support and farmer awareness
- Extensive Field Demonstrations to Educate Customers
- 100+ Exhibition Participations per year
- User Manuals & Brochures/ Flyers in Local Language



KisanKraft Wall Paintings



Exhibition Participations



Display Trucks & In News

## ISI Certifications

**भारतीय मानक ब्यूरो**  
BUREAU OF INDIAN STANDARDS  
Bangalore Branch Office

Address: Pampa Industrial Area, 1st Stage, Bangalore-560024  
Bangalore-560024  
Phone: 080-28194811, 28194956  
Fax: 080-28194811  
E-Mail: indiana@bIS.org.in  
Web: http://www.bis.org.in

**REGISTERED A.D.**  
Our Ref: BSI/NO-1-4200019493 Dated: 02 Nov 2017

Subject: Grant of BIS Certification Marks License No. CML-4200019493 as per IS 7347: 1974

M/S KISAN KRAFT MACHINERY TOOLS PRIVATE LIMITED  
SRI NICHANNA TOWER NO.4 1ST MAIN 7A CROSS,  
MARUTHI LAYOUT, GAGARAHALLI HAF POST, HEBBAL,  
BANGALORE 560024, Dist: Bangalore Urban,  
Karnataka

Dear Sir,

This has reference to your application, we are pleased to inform you that it has been decided to grant you a license to use the Standard Mark in respect of the following:

**Product: Performance of Small Size Spark Ignition Engines for Agricultural Sprayers and Nozzle Applications.**

**IS 7347: 1974**

**Type-Non-Crank/Variety control under license:**

a) Fuel tank and Luminous Flow: 18 Litres Power: 2.6 KW, Rated Speed: 3000rpm, 4) Stroke: Four  
b) Fuel Consumption: 175g/h, Efficiency: Four Consumption: 200g/kWh, 5) Grade of Lubrication Oil: SAE 20 W-40, 6) Lubrication Oil Consumption: 0.020 l/h, 7) Type of Cooling: Forced Air Cooling,  
8) Make: K.K. 100, 9) Governing Class: 2

2) The license assigned to the license no. CML-4200019493 which has been made operative from 02/11/2017 and is valid upto 01/11/2021. The license number should invariably be referred to in your future correspondence.

3) According to sub-regulation (2) of Regulation 6 of Bureau of Indian Standards (Certification) Regulations, 1988, the license fee of Rs. 10000/- and the marking fee of Rs. 222000/- as stipulated in the General Schedule of this license is payable to you with effect from 02/11/2017 for the period of validity of the license.

Service tax up to 14% as applicable shall also be charged.

Yours faithfully,  
S. S. Srinivas  
(HEAD, KISAN KRAFT HIA)  
Scientist-C

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MARUTHI LAYOUT, GAGARAHALLI HAF POST, HEBBAL,  
BANGALORE 560024, Dist: Bangalore Urban,  
Karnataka

Dear Sir,

This has reference to BIS Certification Marks License No. CML-4200019493 held by you for Specification for Performance of Small Size Spark Ignition Engines as per IS 7347: 1974 which is valid upto 01/11/2017.

We are pleased to inform you that it has been agreed to include the following variety in your license with immediate effect:

**Specification for Performance of Small Size Spark Ignition Engines as per the following ratings:**

a) Rated Power and Luminous Flow: 1) Grade of Lubrication Oil: SAE 20 W-40  
b) Rated Power: 2.6 KW, 2) Lubrication Oil Consumption: 200g/kWh  
c) Rated Speed: 3000 rpm, 3) Type of Cooling: Forced Air Cooling  
d) Stroke: 4 stroke, 4) Make: K.K. 100  
e) Fuel Consumption: 175 g/h, 5) Governing Class: 2  
f) Lubrication Oil Consumption: 0.020 l/h, 6) No. of Cylinders: Single

Please inform us as and when you start marking the new variety. You are advised to maintain separate records for the above variety after testing the same as per ISI.

Endorsement sheet for the above is enclosed - will be sent in due course.

Thanking You,

Yours faithfully,  
S. S. Srinivas  
(HEAD, KISAN KRAFT HIA)  
Scientist-C

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Karnataka

Dear Sir,

This has reference to BIS Certification Marks License No. CML-4200019493 held by you for Specification for Performance of Small Size Spark Ignition Engines as per IS 7347: 1974 which is valid upto 01/11/2017.

We are pleased to inform you that the Competent Authority of Bureau has agreed to include the following variety in your license with immediate effect:

**Specification for Performance of Small Size Spark Ignition Engines as per the following ratings:**

**License may be permitted for small size spark ignition engine of 4 stroke Four cylinder (Stroke Four) Rated Power: 2.6 KW, 1) Lubrication Oil Consumption: 200g/kWh, 2) Type of cooling: forced Air Cooling, 3) Stroke: Four**

Please inform us as and when you start marking the new variety. You are advised to maintain separate records for the above variety after testing the same as per ISI.

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We are pleased to inform you that the Competent Authority of Bureau has agreed to include the following variety in your license with immediate effect:

**Specification for Performance of Small Size Spark Ignition Engines as per the following ratings:**

**Spark Ignition engine, Model no: K.K. PEA 200, Rating: 2.6 kw, Governing class: 2, Speed: 3600 RPM, No. of cylinder: One, Fuel type: Petrol, Efficiency: 75%, Lubricant grade: SAE 20W-40, Stroke: 4, Specific fuel consumption: 240 g/kWh, Loh. Oil consumption: 0.02 l/h, Type of cooling: Forced air cooling.**

Please inform us as and when you start marking the new variety. You are advised to maintain separate records for the above variety after testing the same as per ISI.

Endorsement sheet for the above is enclosed - will be sent in due course.

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Karnataka

Dear Sir,

This has reference to BIS Certification Marks License No. CML-4200019493 held by you for Specification for Performance of Small Size Spark Ignition Engines as per IS 7347: 1974 which is valid upto 01/11/2017.

We are pleased to inform you that the following variety has been included in your license with immediate effect:

**Specification for Performance of Small Size Spark Ignition Engines as per the following ratings:**

**Petrol Engine, Model No: K.K. PEA 100, Rating: 2.2 kw, Governing class: 2, Speed: 3600 RPM, No. of cylinder: one 4 and type: Petrol, Lubrication grade: SAE 20W-40, Specific fuel consumption: 240 g/kWh, Loh. Oil consumption: 0.02 l/h, Efficiency: 75%, Stroke: 4, Type of cooling: Forced air cooling.**

Please inform us as and when you start marking the new variety. You are advised to maintain separate records for the above variety after testing the same as per ISI.

Endorsement sheet for the above is enclosed - will be sent in due course.

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BANGALORE 560024, Dist: Bangalore Urban,  
Karnataka

Dear Sir,

This has reference to your application, we are pleased to inform you that it has been decided to grant you a license to use the Standard Mark in respect of the following:

**Product: Spark Ignition Engine Mounted Centrifugal Pumps of Self Priming Type for Handing Clear, Cold water for Agricultural Purposes.**

**IS 10313: 1981**

**Specific/Non-Crank/Variety control under license:**

**Model No: KK-PEA 200, Engine Rated Power: four stroke overhead valve, Rating: 2.6 KW, Speed: 3600 rpm, Stroke: four, Efficiency: 75%, Stroke: 4, Lubrication Oil Consumption: 200g/kWh, Lubricant grade: SAE 20 W-40, 6) Lubrication Oil Consumption: 0.020 l/h, 7) Type of Cooling: Forced Air Cooling, 8) Make: K.K. 100, 9) Governing Class: 2**

2) The license assigned to the license no. CML-4200019493 which has been made operative from 02/11/2017 and is valid upto 01/11/2021. The license number should invariably be referred to in your future correspondence.

3) According to sub-regulation (2) of Regulation 6 of Bureau of Indian Standards (Certification) Regulations, 1988, the license fee of Rs. 10000/- and the marking fee of Rs. 222000/- as stipulated in the General Schedule of this license is payable to you with effect from 02/11/2017 for the period of validity of the license. Service tax up to 14% as applicable shall also be charged.

A statement showing the calculation thereof for the license fee and the marking fee is enclosed for your reference. You are advised to maintain separate records for the above variety after testing the same as per ISI.

2) The relevant minimum marking fee will be carried over to the next year in every month. The actual marking fee calculated on the last day of the production marked on the minimum marking fee, whichever is higher shall be payable by you at the end of the month.

3) With a view to attesting the veracity of quantity marked, calibration and collection of marking fee on the last day of the month and the production marked during the last five months of operation of the license at the time of the renewal and the production marked during the last five months of operation of the license in the last year of the term of renewal and subsequent renewals, or in the final year, the same production marked on the last day of the month shall be taken into account for calculating the marking fee payable.

Thanking You,

Yours faithfully,  
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(HEAD, KISAN KRAFT HIA)  
Scientist-C

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MARUTHI LAYOUT, GAGARAHALLI HAF POST, HEBBAL,  
BANGALORE 560024, Dist: Bangalore Urban,  
Karnataka

Dear Sir,

This has reference to your license no. CML-4200019493, for the product Spark Ignition Engine Mounted Centrifugal Pumps of self Priming type for handling Clear, Cold water for Agricultural Purposes as per IS 10313: 1981. We are forwarding herewith endorsement sheet with respect to the following:

**a) Inclusion of new variety**

Kindly acknowledge the receipt.

Thanking you,

Yours faithfully,  
S. S. Srinivas  
(HEAD, KISAN KRAFT HIA)  
Scientist-C & Head

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Dear Sir,

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**a) Inclusion of new variety**

Kindly acknowledge the receipt.

Thanking you,

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Karnataka

Dear Sir,

This has reference to your application, we are pleased to inform you that it has been decided to grant you a license to use the Standard Mark in respect of the following:

**Product: Performance Requirements for Centrifugal Pump of Self Priming Type for Agricultural Purposes (IS 10313)**

**IS 10313: 1981**

**Specific/Non-Crank/Variety control under license:**

No.	Model	Rated Power (KW)	Rated Speed (RPM)	Type	Governing Class	Lubrication Oil Consumption (g/kWh)
1	KK-PEA 200	2.6	3600	Direct Ignition, one 4 stroke	Class 2	200
2	KK-PEA 100	2.2	3600	Direct Ignition, one 4 stroke	Class 2	200

2) The license assigned to the license no. CML-4200019493 which has been made operative from 02/11/2017 and is valid upto 01/11/2021. The license number should invariably be referred to in your future correspondence.

3) According to sub-regulation (2) of Regulation 6 of Bureau of Indian Standards (Certification) Regulations, 1988, the license fee of Rs. 10000/- and the marking fee of Rs. 222000/- as stipulated in the General Schedule of this license is payable to you with effect from 02/11/2017 for the period of validity of the license. Service tax up to 14% as applicable shall also be charged.

A statement showing the calculation thereof for the license fee and the marking fee is enclosed for your reference. You are advised to maintain separate records for the above variety after testing the same as per ISI.

2) The relevant minimum marking fee will be carried over to the next year in every month. The actual marking fee calculated on the last day of the production marked on the minimum marking fee, whichever is higher shall be payable by you at the end of the month.

3) With a view to attesting the veracity of quantity marked, calibration and collection of marking fee on the last day of the month and the production marked during the last five months of operation of the license at the time of the renewal and the production marked during the last five months of operation of the license in the last year of the term of renewal and subsequent renewals, or in the final year, the same production marked on the last day of the month shall be taken into account for calculating the marking fee payable.

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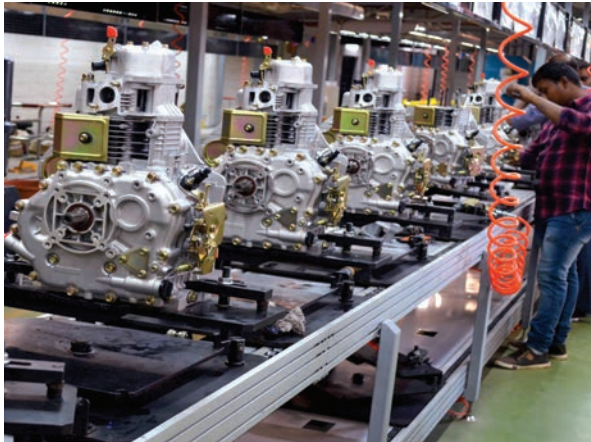
Yours faithfully,  
S. S. Srinivas  
(HEAD, KISAN KRAFT HIA)  
Scientist-C & Head

## Stable Supply Chain

Select vendors in China, Japan, USA and Italy manufacturing best quality products for KisanKraft for many years. KisanKraft and vendors jointly develop and improve many products.

## Assembly Line

*KisanKraft has own assembly plant in Bangalore for BIS:ISI marked products*



*KisanKraft Assembly Unit - Bangalore*

## Exceptional Service

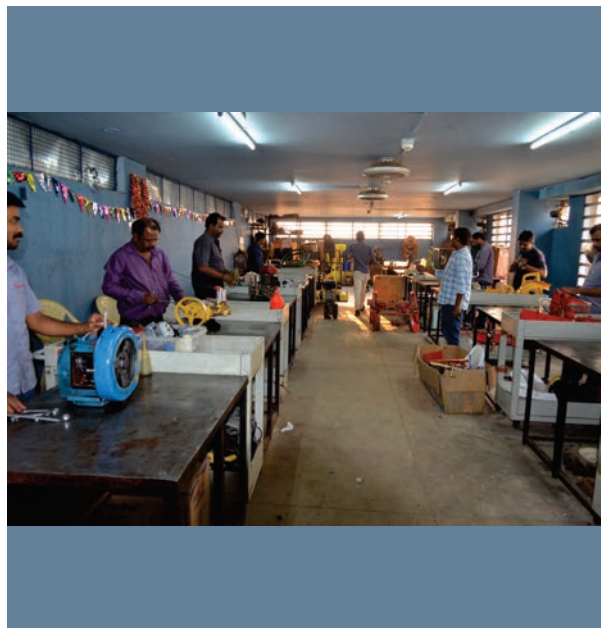
- *KisanKraft provides free training to the dealers' mechanics*
- *KisanKraft employs around 50 technicians for after sales service*
- *KisanKraft keeps ready-in-stock spare parts for all products*
- *'Mechanics Meet' held at regional offices to re-train dealer mechanics*
- *KisanKraft has started 'Service Van' in Maharashtra for cost efficiency and quick service*



*KisanKraft Technician Training Program*

## Standardized Exclusive Showroom & Service Centers (SSC)

- Discounted setup including wall paneling, shelving, display stands and signage
- Total of 85 Exclusive showrooms and 15 standardized Showroom & Service Center already set up across India



*KisanKraft Exclusive Showrooms*

*For further information visit [www.kisankraft.com](http://www.kisankraft.com)*