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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 15 years, KisanKraft has become one of the leaders in the farming implements sector catering to small and marginal farmers.

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

Today KisanKraft has an all-India network of more than 3000 dealers, 14 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 60 member strong technician team that provides effective after sales service in turn supporting its best quality products specially designed for Indian conditions.
Key Highlights

<table>
<thead>
<tr>
<th>Highlight</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year since Inception</td>
<td>15 Years</td>
</tr>
<tr>
<td>Total Employees</td>
<td>375</td>
</tr>
<tr>
<td>Offices</td>
<td>1 Head Office: Bangalore</td>
</tr>
<tr>
<td></td>
<td>14 Regional Offices</td>
</tr>
<tr>
<td>Warehousing</td>
<td>100,000+sq ft Owned central warehouse in Bangalore</td>
</tr>
<tr>
<td></td>
<td>12 Regional Warehouses</td>
</tr>
<tr>
<td>Assembly</td>
<td>Own Assembly Plant in Bangalore for BIS/ISI Products</td>
</tr>
<tr>
<td>Servicing</td>
<td>13 Regional Service Centers</td>
</tr>
<tr>
<td>Certification</td>
<td>ISO 9001:2015</td>
</tr>
<tr>
<td></td>
<td>BIS ISI Certification for certain products</td>
</tr>
<tr>
<td></td>
<td>FMTTI / SAU certifications for most products</td>
</tr>
<tr>
<td>Professional Memberships</td>
<td>• Federation of Indian Chambers of Commerce &amp; Industry (FICCI)</td>
</tr>
<tr>
<td></td>
<td>• High Tech Agriculture Equipment Supplier Association of Karnataka</td>
</tr>
<tr>
<td></td>
<td>• Association of Agriculture Machinery Manufacturers (AMMA)</td>
</tr>
<tr>
<td></td>
<td>• India China Economic &amp; Culture Association</td>
</tr>
<tr>
<td></td>
<td>• Federation of Karnataka Chambers of Commerce &amp; Industry (FKCCI)</td>
</tr>
<tr>
<td>Patents</td>
<td>Chinese Patent for Gearbox Design</td>
</tr>
<tr>
<td></td>
<td>More patents under progress</td>
</tr>
<tr>
<td>Trademarks</td>
<td>India and China</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Details</th>
</tr>
</thead>
</table>
| Ravindra K Agrawal        | Promoter & Managing Director       | • B.E (Honors) B.I.T.S Pilani, India  
• 17 years of extensive software development experience for various products for Microsoft Corporation, Redmond  
• Holds 2 U.S. patents related to Software GUI |
| Sarika Agrawal            | Director                           | • B.A (English), Ravishankar University, India  
• Oversees Accounting Functions, purchases and Human Resources  
• Visits OEM factories for audit, undertakes vendor development and works on new product identification |
| Charles G. Moore          | Director                           | • M.A. Computer Science, University of Washington, 1989.  
• M.A. Economics, University of Chicago, 1984  
• 24 years of software development experience for Microsoft Corporation  
• Investor, Programmer and Economics teacher |
| Ankit Chitalia            | CEO                                | • B.Tech-Production Engineering (5th rank holder, Mumbai University)  
• 9 years at KisanKraft handling Sales & Operations  
• KisanKraft achieved its highest turnover under his leadership |
| Sunil Prasad              | Director (Operations)              | • Extensive experience in sales at Reliance Communications  
• Handling All India Operations at KisanKraft since 2011 |

**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

KisanKraft Products for all stages of Farming

KisanKraft Limited
All India presence

- 3000 dealers
- 14 regional offices + service centers
- Presence in Nepal and Sri Lanka also

Empanelment in States across India

- 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
- Exhibition Participations across India
- User Manuals & Brochures/ Flyers in Local Language
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*

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**Exceptional Service**

- *KisanKraft provides free training to the dealers’ mechanics*
- *KisanKraft employs around 60 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*

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*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

For further information visit www.kisankraft.com