





## Contents

Overview2
Introduction2
Key Highlights3
Vision & Value s
Board of Directors4
Organizational Structure4
Business Profile5
Product Range5
All India presence
Empanelment in States across India6
Robust Inventory Management
Quality Certifications
Stable Supply Chain9
Assembly Line
Exceptional Service
Recognized Brand Name
Standardized Exclusive Showroom & Service Centers (SSC)





## 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.



KisanKraft Head Office Bangalore

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Year since Inception	15 Years		
Total Employees	375		
Offices	1 Head Office: Bangalore		
	14 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	<ul> <li>Federation of Indian Chambers of Commerce &amp; Industry (FICCI)</li> </ul>		
Memberships	High Tech Agriculture Equipment Supplier Association of Karnataka		
	<ul> <li>Association of Agriculture Machinery Manufacturers (AMMA)</li> </ul>		
	India China Economic & Culture Association		
	<ul> <li>Federation of Karnataka Chambers of Commerce &amp; Industry</li> </ul>		
	(FKCCI)		
Patent	Chinese Patent for Gearbox Design		
	More patents under progress		
Trademarks	India and China		

## Vision & Values

**Key Highlights** 

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**

#### 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
- B.A. Economics, Swarthmore College, 1982. High Honors, Phi Beta Kappa.
- 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
- $\checkmark$ Service Division
- ✓ Branding Division ✓ Human Resource Division
- ✓ Channel Development
- ✓ Warehousing 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)

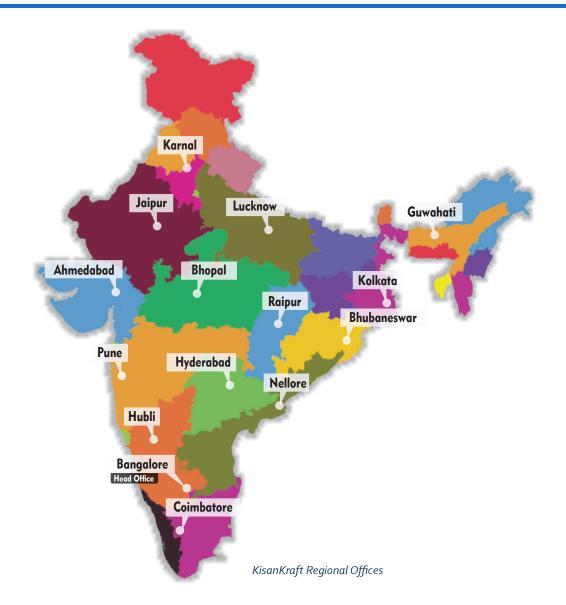
- Designed Specifically for Indian Conditions
- 22+ ProductSegments, 350+ SKUs



KisanKraft Products for all stages of Farming

## 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



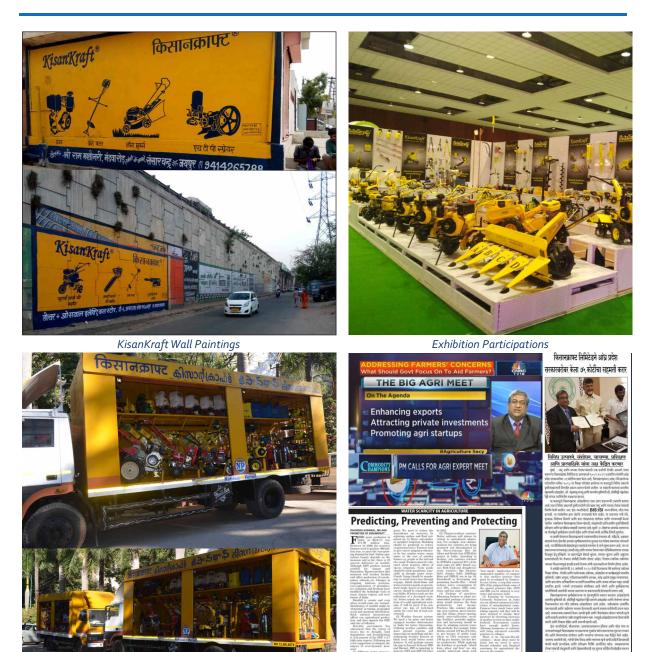
KisanKraft Central Warehouse: 100,000+ Sq Ft



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



Display Trucks & In News



## **ISI** Certifications

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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 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



KisanKraft Technician Training Program

KisanKraft®

## 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