

# *KisanKraft*<sup>®</sup>

Krushaka Mantram-Krusha Yantram



BIS:ISI  
Approved



9001:2015  
Certified



FMTTI  
Tested



Pan India  
Distribution



Spare Parts  
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 15 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 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*

## Key Highlights

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 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: <i>Promoter &amp; Managing Director</i></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: <i>Director</i></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: <i>Director</i></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: <i>CEO</i></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: <i>Director (Operations)</i></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       | ✓ Branding Division           |
| ✓ Service Division     | ✓ Human Resource Division     |
| ✓ Channel Development  | ✓ Finance & Accounts Division |
| ✓ Warehousing 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

- 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



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, Stage, Bangalore-Turkur Road, Bangalore-560024  
Phone: 080-28104951, 28104956  
Fax: 080-28104941  
E-Mail: bish@bis.org.in  
Web: http://www.bis.org.in

Our Ref: CML-620039493 Registered A/D Dated: 02 Nov 2015

Subject: Grant of BIS Certification Marks Licence No. CML-620039493 as per IS 7347 : 1974

M/s KISAN KRAFT MACHINE TOOLS PRIVATE LIMITED,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS,  
MARUTHI LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir,

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

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

IS 7347 : 1974

Type/Size/Grade/Variety covered under licence:

a) Petrol Start and Kerosene Run, 16 Rated Power: 2.4 kW, oil cooled, Speed: 3600rpm, 4) Stroke: Four of fuel Consumption: 177gph, 1) Specific Fuel Consumption: 400g/kWh, 6) Grade of Lubrication Oil: SAE 20 W-40, 3) Lubrication Oil Consumption: 0.007 l/h, 1) Type of Cooling: Forced Air Cooling, j) Model: KK, GE, 160, k) Governing Class 2

2) The number assigned to this licence is CML-620039493 which has been made operative from 02/11/2015 and is valid upto 01/11/2016. The licence 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) Regulation, 1988, the licence fee of Rs. 1000/- and the marking fee of Rs. 32200/- as stipulated in the Second Schedule of this licence is payable by you with effect from 02/11/2015 for the period of validity of the licence.

Service tax @ 14% as applicable shall also be charged.

Yours faithfully,  
(RUPAK KISHORE JHA)  
Scientist-E

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

Address: Pampa Industrial Area, Stage, Bangalore-Turkur Road, Bangalore-560024  
Phone: 080-28104951, 28104956  
Fax: 080-28104941  
E-Mail: bish@bis.org.in  
Web: http://www.bis.org.in

Our Ref: INBO-1-620039493 Dated: 08 Feb 2014

M/s KISAN KRAFT MACHINE TOOLS PRIVATE LIMITED,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS,  
MARUTHI LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir,

This has reference to BIS Certification Marks Licence No. CML-620039493 held by you for Specification for Performance of Small Size Spark Ignition Engines as per IS 7347 : 1974 which is valid upto 01/11/2016.

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

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

a) Petrol Start and Kerosene Run b) Rated Power: 2.4 kW c) Grade of Lubrication Oil: SAE 20W-40  
d) Stroke: 4 Stroke e) Type of Cooling: Forced Air Cooling f) Model: KK-GE-200  
g) Fuel Consumption: 117gph h) Specific Fuel Consumption: 400g/kWh i) Governing Class 2 j) 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 STI.

Endorsement sheet No. 1 for the above is enclosed.

Thanking You,

Yours faithfully,  
(ARUL SATHIYA M)  
Scientist-E

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Address: Pampa Industrial Area, Stage, Bangalore-Turkur Road, Bangalore-560024  
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Fax: 080-28104941  
E-Mail: bish@bis.org.in  
Web: http://www.bis.org.in

Our Ref: INBO-1-620039493 Registered A/D Dated: 29/11/2014

M/s KISAN KRAFT MACHINE TOOLS PRIVATE LIMITED,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS,  
MARUTHI LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir(s),

This has reference to BIS Certification Marks Licence No. CML-620039493 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 licence with immediate effect:

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

Inclusion may be permitted for small size spark ignition engine of a) Petrol Start Kerosene Run, b) Rated Power: 7.35 kW, c) Speed: 3600rpm, d) Stroke: Four e) Specific Fuel Consumption: 1020 g/kWh, f) Lubrication Oil Consumption: 58.007 l/h, g) Type of cooling: forced air cooling cylinder one.

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 STI.

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

Thanking You,

Yours faithfully,  
(REALLY KISHORE JHA)  
Scientist-E

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E-Mail: bish@bis.org.in  
Web: http://www.bis.org.in

Our Ref: INBO-1-620008906 Dated: 10/10/2017

M/s KISAN KRAFT MACHINE TOOLS PRIVATE LIMITED,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS, MARUTHI  
LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir(s),

This has reference to BIS Certification Marks Licence No. CML-620008906 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 licence with immediate effect:

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

Spark Ignition engine, Model no: KK-P14-203, Rating: 3.0 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: 450 g/kWh, Lub. Oil consumption: 0.01 l/h, Type of cooling: Forced Air cooled.

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 STI.

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

Thanking You,

Yours faithfully,  
(REALLY KISHORE JHA)  
Scientist-E

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Web: http://www.bis.org.in

Our Ref: INBO-1-620008906 Dated: 10/10/2017

M/s KISAN KRAFT MACHINE TOOLS PRIVATE LIMITED,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS, MARUTHI  
LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir(s),

This has reference to BIS Certification Marks Licence No. CML-620008906 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 licence with immediate effect:

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

Petrol Engine, Model No: KK-P14-163, Rating: 2.2 kW, Governing class: 2, Speed: 3600 RPM, No. of cylinder: one, Fuel type: Petrol, Lubrication grade: SAE 20W-40, Specific fuel consumption: 450 g/kWh, Lub. Oil consumption: 0.01 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 STI.

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

Thanking You,

Yours faithfully,  
(REALLY KISHORE JHA)  
Scientist-E

**ಭಾರತೀಯ ಮಾನಕ ಬ್ಯೂರೋ**  
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Web: http://www.bis.org.in

Our Ref: CML-620008906 Registered A/D Dated: 19/10/17

M/s KisanKraft Machine Tools Pvt. Ltd.,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS,  
MARUTHI LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir,

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

Product: Small Spark Ignition Engines for Agricultural Sprayers and Similar Applications.

IS No.: IS 7347:1974

Type/Size/Grade/Variety covered under licence:

a) Petrol Start and Kerosene Run, b) Rated Power: 2.4 kW, c) Speed: 3600 RPM, d) Stroke: Four, e) Specific Fuel Consumption: 400 g/kWh, f) Grade of Lubrication Oil: SAE 20W-40, g) Lubrication Oil Consumption: 0.007 l/h, h) Type of Cooling: Forced Air Cooling, i) Model: KK, GE, 160, j) Governing Class: 2

2) The number assigned to this licence is CML-620008906 which has been made operative from 19/10/2017 and is valid upto 19/10/2018. The licence 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) Regulation, 1988, the licence fee of Rs. 1000/- and the marking fee of Rs. 32200/- as stipulated in the Second Schedule of this licence is payable by you with effect from 19/10/2017 for the period of validity of the licence. Service tax @ 14% is applicable and also be charged.

4) Minimum marking fee stipulated therein is payable by you regardless of the whether you actually mark your product or not with the Standard Mark.

5) This licence number marking fee will be levied over to the next year on every renewal. The actual marking fee calculated on the unit cost of the production marked in the minimum marking fee, whichever is higher and be payable by you at the time of renewal.

6) With a view to understanding the reporting of quantity marked, calculation and collection of marking fee on the unit cost basis, fee will be calculated in the production marked during the first four months of operation of the licence at the time of First renewal and the production marked during next four months, respectively. In the last four months of the production operation year, at the time of second and subsequent renewals, in case the licence expires, the entire production marked in the licence may be taken into account for calculating the marking fee payable.

Yours faithfully,  
(REALLY KISHORE JHA)  
Scientist-E

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Web: http://www.bis.org.in

Our Ref: INBO-1-620008906 Registered A/D Dated: 14/11/17

Subject: BIS CERTIFICATION MARKS LICENCE No. CML-620008906

KISANKRAFT MACHINE TOOLS PRIVATE LIMITED,  
41/1A, Second Phase, Defence colony, Marriyannappa, H.A. Farm Post Office,  
Hebbal,  
Dist: Bangalore Urban,  
Karnataka  
560024

Dear Sir,

This has reference to your licence No. CML-620008906, for the product Spark Ignition Engine Monoset Centrifugal Pump of self Priming type for handling Clear, Cold water for Agricultural Purposes as per IS 11501 : 1986. We are forwarding herewith endorsement sheet with respect to the following:

a) Inclusion of new variety

Kindly acknowledge the receipt.

Thanking you,

Yours faithfully,  
(JESSY BENNY)  
Scientist-E & Head

End : As above

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Our Ref: INBO-1-620008906 Registered A/D Dated: 14/12/17

Subject: BIS CERTIFICATION MARKS LICENCE No. CML-620008906

KISANKRAFT MACHINE TOOLS PRIVATE LIMITED,  
41/1A, Second Phase, Defence colony, Marriyannappa, H.A. Farm Post Office,  
Hebbal,  
Dist: Bangalore Urban,  
Karnataka  
560024

Dear Sir,

This has reference to your licence No. CML-620008906, for the product Spark Ignition Engine Monoset Centrifugal Pump of self Priming type for handling Clear, Cold water for Agricultural Purposes as per IS 11501 : 1986. We are forwarding herewith endorsement sheet with respect to the following:

a) Inclusion of new variety

Kindly acknowledge the receipt.

Thanking you,

Yours faithfully,  
(JESSY BENNY)  
Scientist-E & Head

End : As above

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Fax: 080-28104941  
E-Mail: bish@bis.org.in  
Web: http://www.bis.org.in

Our Ref: CML-620008906 Registered A/D Dated: 6/11/2018

Subject: BIS CERTIFICATION MARKS LICENCE No. CML-620008906 as per IS 11501:1986

M/s KisanKraft Machine Tools Pvt. Ltd.,  
SRI HUCHANNA TOWER NO.4 1ST MAIN 'A' CROSS,  
MARUTHI LAYOUT, DASARAHALLI HAF POST, HEBBAL,  
BANGALORE-560024, Dist: Bangalore Urban,  
Karnataka.

Dear Sir,

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

Product: Performance Requirements for Constant Speed Compression Ignition (Diesel) Engines for Agricultural Purposes IS 2014 : 1985

IS No.: IS 2014:1985

Type/Size/Grade/Variety covered under licence	Rated Power (kW)	Rated Speed (RPM)	Rated Torque (Nm)	Rated Fuel Consumption (g/kWh)	Type	Governing	Lubrication Oil Consumption (l/h)
1) K.C.D.V.	4	1000	383	200	Direct Injection, Air Cooled	Class B1	0.015
2) K.C.D.V.	8.2	1000	766	200	Direct Injection, Air Cooled	Class B1	0.015

2) The licence is being granted with the explicit condition that you will mark extrinsic production which conforms to the Indian Standard referred above.

3) The number assigned to this licence is CML-620008906 which has been made operative from 19/10/2018 and is valid upto 19/10/2019.

4) According to sub-regulation (2) of Regulation 6 of Bureau of Indian Standards (Certification) Regulation, 1988, the licence fee of Rs. 1000/- and the marking fee of Rs. 32200/- as stipulated in the Second Schedule of this licence is payable by you with effect from 19/10/2018 for the period of validity of the licence. GST @ 14% is applicable and also be charged.

5) This minimum marking fee will be levied over to the next year on every renewal. The actual marking fee calculated on the unit cost of the production marked in the minimum marking fee, whichever is higher and be payable by you at the time of renewal.

6) With a view to understanding the reporting of quantity marked, calculation and collection of marking fee on the unit cost basis, fee will be calculated in the production marked during the first four months of operation of the licence at the time of First renewal and the production marked during next four months, respectively. In the last four months of the production operation year, at the time of second and subsequent renewals, in case the licence expires, the entire production marked in the licence may be taken into account for calculating the marking fee payable.

Yours faithfully,  
(JESSY BENNY)  
Scientist-E & Head

## Stable Supply Chain

Select vendors in China, Japan, USA and Italy manufacturing best quality products for 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*



## 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)