Ploughman Agro Private Limited

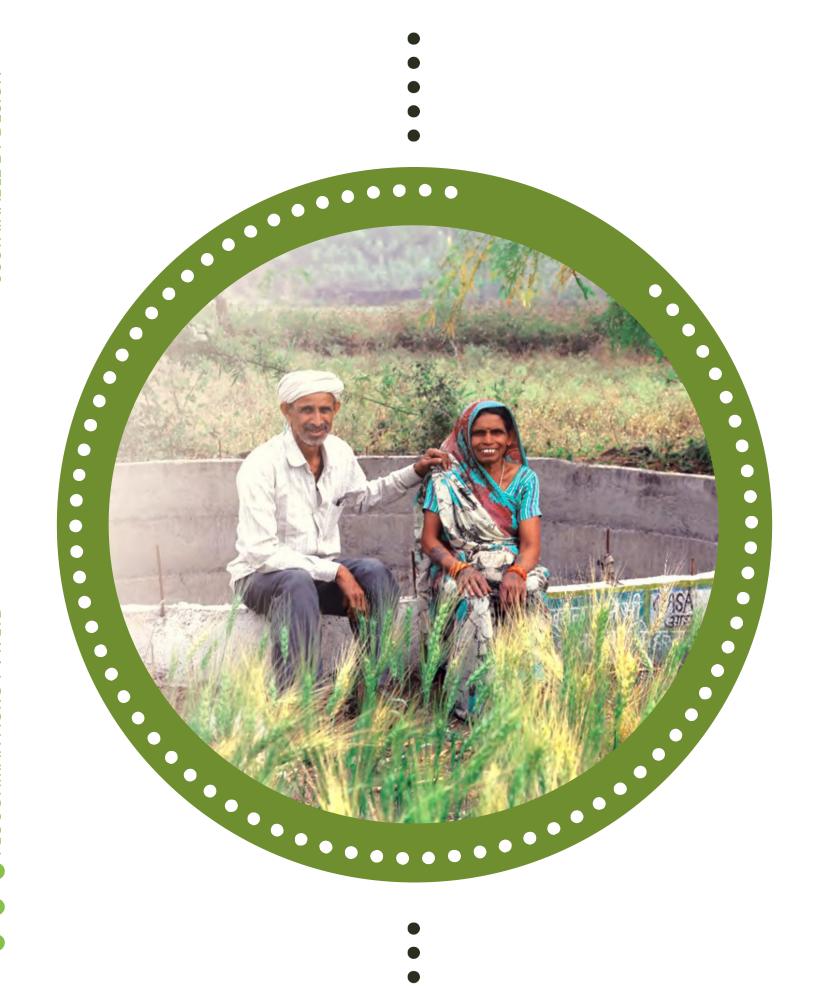
Investor

Deck

Sustainable by Design



Website: www.ploughmanagro.com | Phone Number: +91 7880060600



An Innovative Convergence

The idea of Ploughman Ago Pvt Ltd (PAPL) was encouraged by Action for Social Advancement (ASA), a public charitable organization set up in 1996.

PAPL provides a market-led institutional approach to enable smallholders and their Farmer Producer Organizations (FPOs) access mainstream markets and services

Business Objective

PAPL was born out of the realization that farmers' organization (FPOs) need support for marketing, processing, brand building, credit linkage, infrastructure and other professional services to mark their footprint in the agriculture value chains.

The Twin Challenge Livelihoods & Regenerative Agriculture

Ploughman Agro connects millions of smallholders with markets through Farmer Producer Organizations (FPOs). Several FPOs have also taken stake in the company.



The Challenge

One of the key challenges for Indian farmers is accessing reliable and profitable markets for their produce. Poor infrastructure, limited aggregation, and dependence on middlemen often lead to low price realization. As a result, farmers struggle to earn fair returns despite high production efforts.



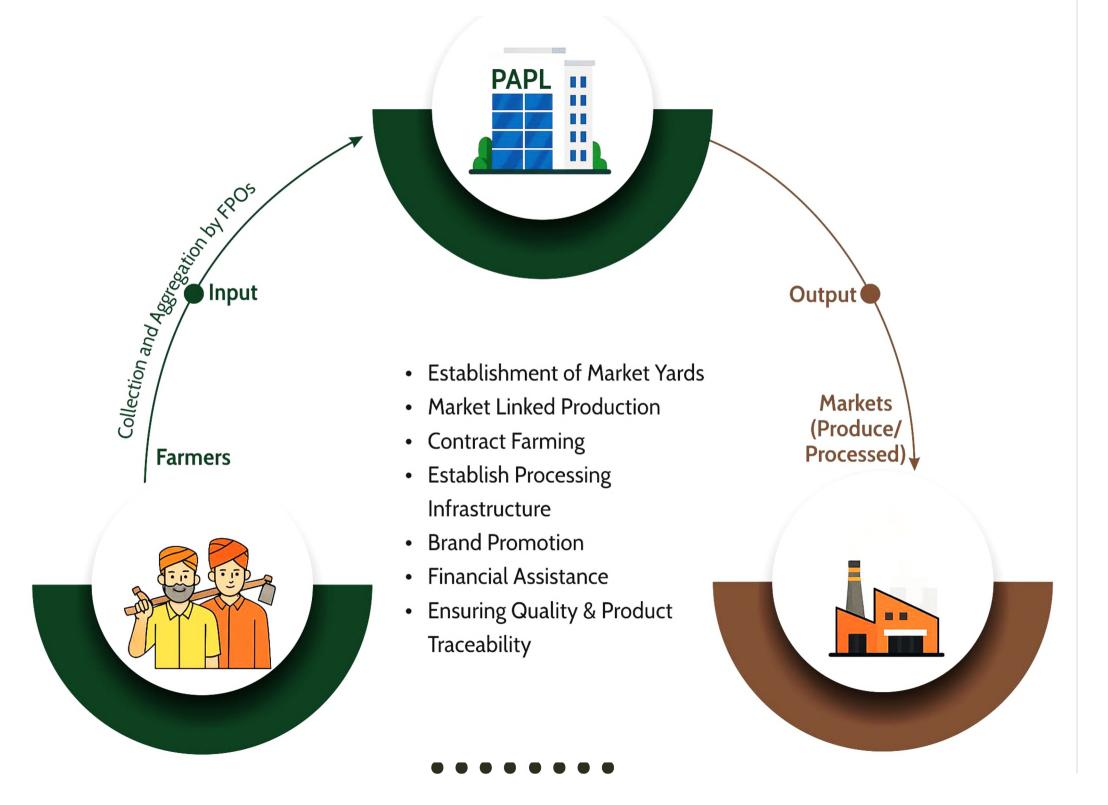
Degrading Natural Resources

Critical challenge of natural resource degradation caused by decades of unsustainable farming practices among smallholder farmers marked by excessive chemical use, poor soil and water management, and lack of crop diversity; leading to declining soil fertility, water stress, and increased vulnerability to climate and market shocks.

Sustainable or regenerative agriculture which is gaining global acceptance promises higher returns for the farmers, socially inclusive and with positive environmental impact

Direct to Growers Model

PAPL's 'Direct to Growers Model' is where cultivation meets innovation, and growers step into the spotlight as the driving force behind an equitable and profitable agricultural landscape.



Sustainable Solution to the Challenge

PAPL provides market-linkages to Farmer-Producer-Organization for a wide range of agriculture products spanning traditional, to organic and regenerative, adding value at every point of the supply chain to fetch the maximum returns to producers. Ploughman is also into project implementation in regenerative and sustainable agriculture.

- Aggregate and market the bulk produce for FPOs
- Marketing of niche products (organic, non-pesticides) produces by thousands of small, tribal farmers.
- Help facilitate contract farming between FPOs and the market.
- Development of common infrastructure like warehouses, processing units, and Market yards.
- Provide and facilitate access to finance, insurance, and technology.
- Promote and educate farmers on sustainable agriculture and farming practices.

What Sets Ploughman Apart



An FPO-Centric Model

A business model centered around Farmer-Producer Organizations (FPOs) and their promoting bodies which are the civil society organizations

A Pro-environment Value Chain Model

PAPL with partnerships of FPOs and civil society organizations promoting value chains which creates +ve impacts on environment, empower producers economically and socially.

How PAPL Model Creates a Win-Win Proposition

PAPL's model enables a win-win proposition where farmers gain income and dignity, CSOs create impact, governments achieve policy goals, brands access ethical supply, investors earn sustainable returns, and Ploughman scales inclusive, traceable agri-value chains - creating lasting, sustainable impact for people and the planet.



Stakeholder

Marginal Farmers

Civil Society Orgs / CBBOs

Government

Brands

Ploughman Agro



What They Contribute

Land, labour, indigenous knowledge of farming

Community mobilization, FPO formation, training, governance, promoting regenerative agricultural and working towards enabling a sustainable production system

Policy push, Various schemes (PKVY, NMSA, SFAC, NABARD) –

- *PKVY: Organic certification, input subsidies
- *NMSA: Climate-resilient agriculture
- *SFAC/NABARD: FPO promotion, capital support

Demand for environment +ve, ethical, certified produce, premium pricing

Aggregation, traceability, certification, market linkage



What They Gain (WIN)

Higher income, market access, dignity, ownership

Long-term partnerships, greater grassroots impact, visibility, better funding opportunities

Effective scheme implementation, sustainable farming adoption, socio-economic gains, environmental goals

Transparent sourcing, ESG compliance, consumer trust

Scalable business model, ecosystem coordination, brand credibility

Our Operational Area & Outreach

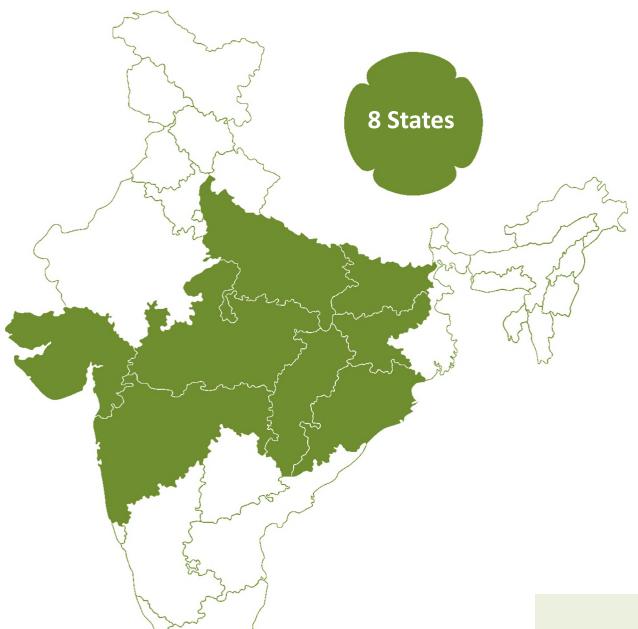












100 + Farmers Producer Organizations

94,000 + Farmers

100,000 + Acres of land impacted through soil quality improvement

Dealing with multiple crops which are grown following organic & sustainable practices



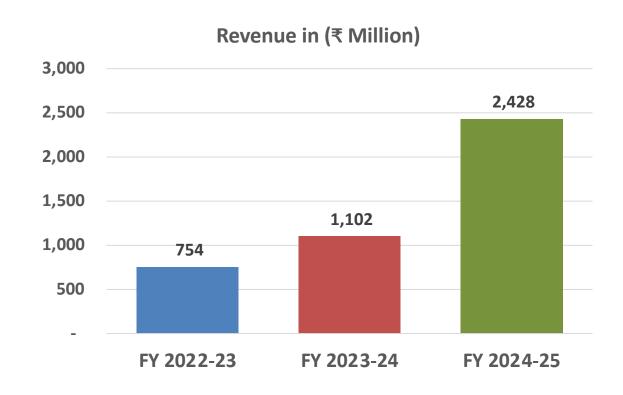


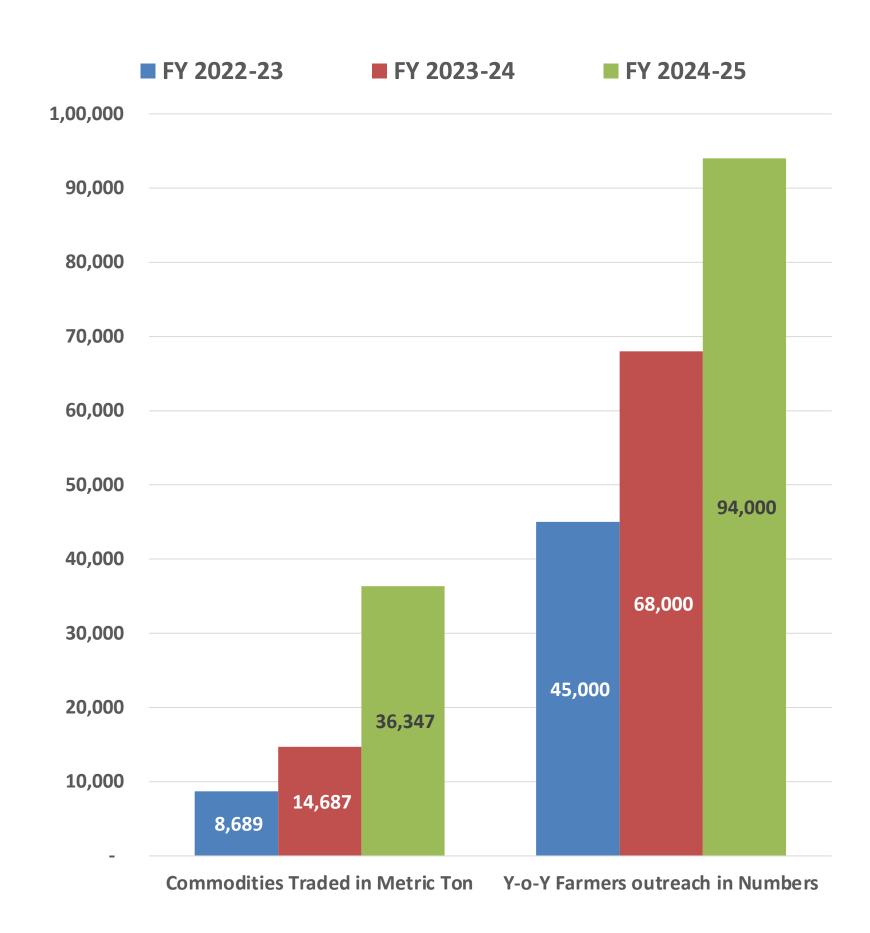




Traction & Milestones

PAPL has shown strong and consistent growth over the last three years. Revenue more than tripled from ₹753.8 million in FY 2022–23 to ₹2,428.1 million in FY 2024–25, while commodities traded grew fourfold to 36,347 metric tons. Farmer outreach doubled from 45,000 to 94,000, and staff strength grew reflecting organizational expansion alongside operational scale-up. Despite rapid growth, PAPL maintained profitability, with profit after tax rising from ₹49.4 million to ₹58.0 million—underscoring a balanced focus on impact and financial sustainability.





PLOUGHMAN AGRO PVT. LTD

Impact 2024-25 At a Glance



Growing Together:

Total farmers outreach **94,000** out of which **68,000** organic producers/farmers across 136 growers' groups. Sustainable livelihoods & market linkages.



Harvesting Success:

36,347 Metric Ton of agri-commodities from 230+ Aggregation Centres in 2024-25



Nurturing Nature:

43,153 hectares certified organic land and >50,000 hectare under regenerative agriculture - Promoting soil health & biodiversity.











Trust in Transactions:

96% farmer payments done digitally—secure, seamless & on time.



Sharing the Rewards:

₹160 million+ premiums distributed. Boosting income, inspiring sustainability.



100+ Farmer Producer Organizations (FPOs) supported through end-to-end capacity building, market access facilitation, institutional governance strengthening.



94,000+ Farmers were trained through structured capacitybuilding initiatives focused on good agricultural practices (GAP), post-harvest management, sustainable and climate-resilient farming, market readiness



Collective Roots, Lasting Impact

PAPL has enabled transformative impact across social, economic, and climate dimensions by leveraging the strength of **Farmer Producer Organizations (FPOs)** and the grassroots support of **Civil Society Organizations (CSOs).** CSOs have played a key role in building FPO capacities, promoting regenerative agriculture, and ensuring last-mile engagement.

This collaborative model has empowered smallholder farmers with better access to markets, finance, and sustainable practices. It has fostered inclusive participation in agri-value chains, improved farmer incomes and productivity, and advanced climateresilient farming through soil and water conservation.



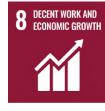
Social Impact

Indicator	Unit	Baseline (2020)	Current (2024)	% Change
No. of farmers organized into multi- layer co-operatives (SHG, FPOs)	No.	1,03,368	1,36,662	32%
Percentage of women in the farmers co-operatives.	%	71	84	13%
Percentage of co- operatives linked to financial institutions for credit for Agri value chain.	%	54	79	25%

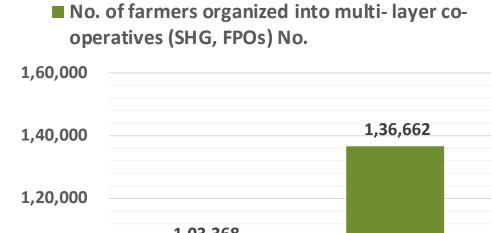
Sustainable Development Goals fulfillment

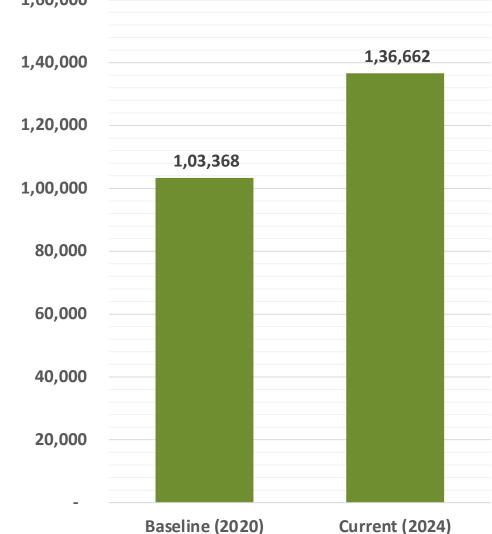






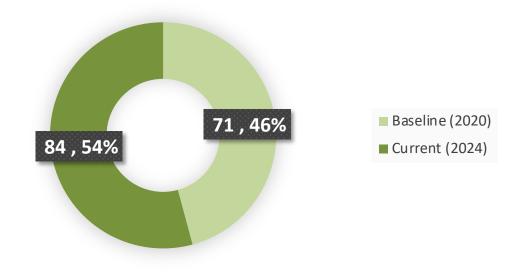
PAPL has created significant social impact by empowering smallholder farmers through improved market access, fair pricing, and capacity-building initiatives. By working closely with Farmer Producer Organizations (FPOs) and community institutions, it has strengthened rural livelihoods, enhanced income security, and fostered inclusive, dignified participation in agri-value chains



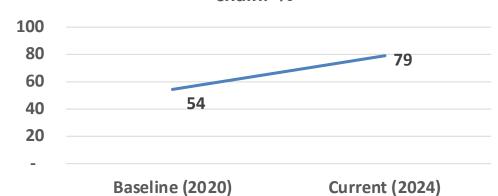


Percentage of women in the farmers cooperatives. %

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Percentage of co-operatives linked to financial institutions for credit for Agri value chain. %





Economic Impact

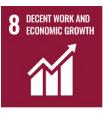
Indicator	Unit	Baseline (2020)	Current (2024)	% Change
Increase in crop productivity	Kg/acre	1750	2210	26%
Reduction in cost of production	₹/acre	4,714	1,175	75%
Increase in farmer income	₹/year	81,000	1,61,182	99%
Farmer Receiving premium avg./acre*	₹/year	0	8560	_

^{*} average premium paid for organic cotton, wheat and pulses

Sustainable Development Goals fulfillment



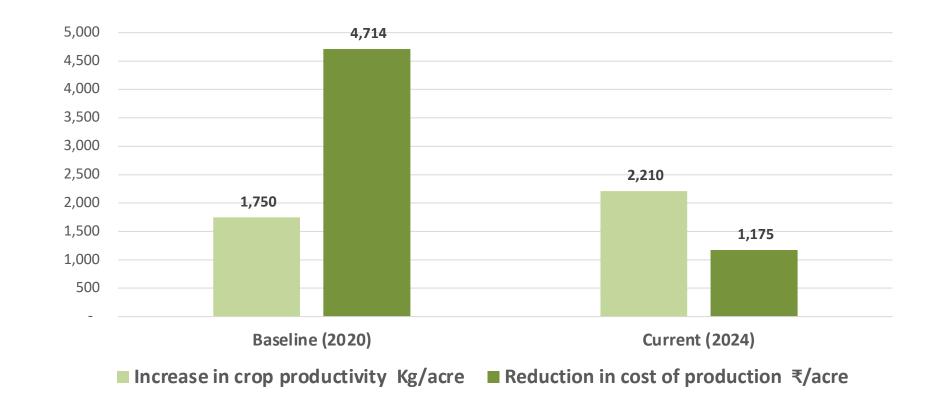


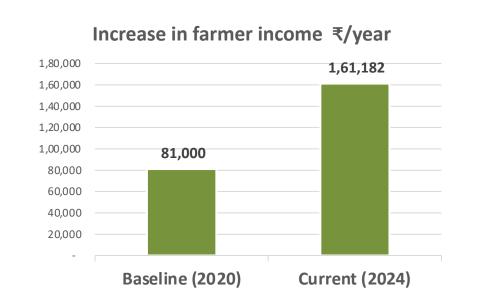


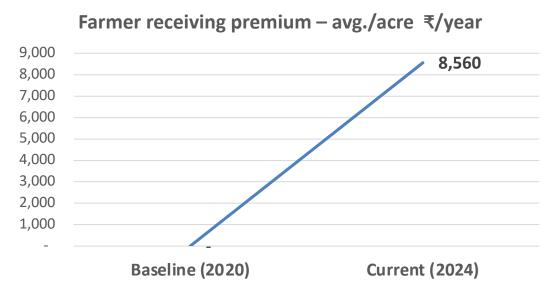
PAPL has strengthened the rural economy by reducing production and transaction costs, increasing farmers' incomes, and promoting value-added practices. Its inclusive agri-

business model enables better price realization, improved market linkages, and

sustainable income growth for smallholder farmers.







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increase Sustain 6 CLEAN WATER AND SANITA

Climate Impact

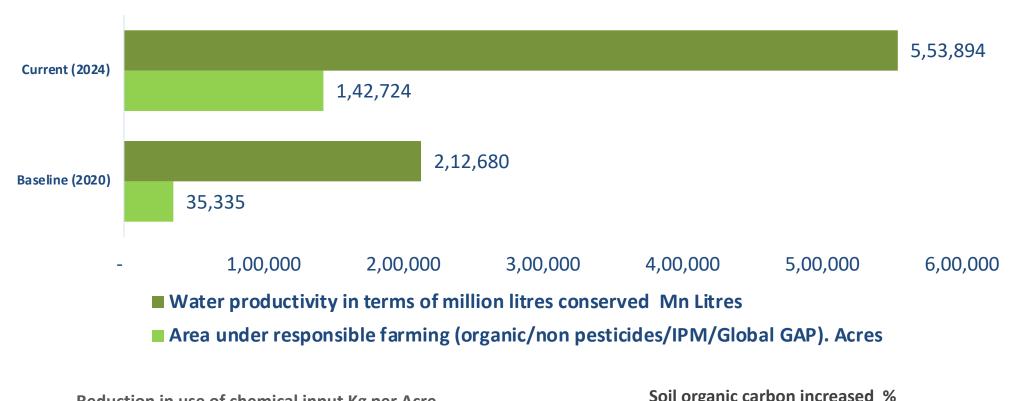
Indicator	Unit	Baseline (2020)	Current (2024)	% Change
Water productivity in terms of million litres conserved	Mn Litres	2,12,680	5,53,894	160%
Area under responsible farming (organic/non pesticides/IPM/Glob al GAP)	Acres	35,335	1,42,724	304%
Reduction in use of chemical input Kg per acres	Kg/Acres	165	0	100%
Soil organic carbon increased	%	0.42	0.50	19%

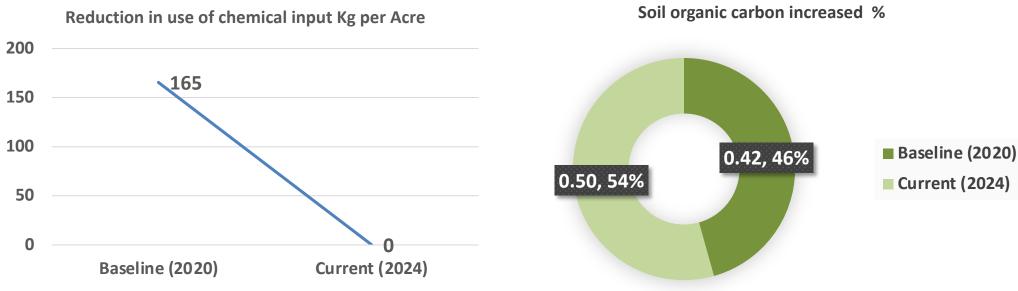
Sustainable Development Goals fulfillment





With the active support of grassroots Civil Society Organizations (CSOs), PAPL promotes regenerative farming among smallholder farmers to address climate change. These initiatives are implemented on the ground by CSO partners, ensuring last-mile reach and engagement. By eliminating chemical inputs, improving soil health, and conserving water, PAPL restores degraded land and enhances resilience. These practices boost carbon sequestration and reduce emissions. Overall, PAPL supports climate-smart, sustainable livelihoods.





End to End Traceability

Internal Control & Traceability

The whole process of certified organic production and marketing is captured digitally for each and every producer right from seed distribution to farmer's training, procurement, payment to the farmers, processing and final generation of Transaction Certificate. The process is captured and guided through PAPL's in-house web-based application known as KRAI (Kommodity Receipt and Invoicing).

Below are the snapshots of the KRAI modules on different traceability level tracking

Seed Traceability: Verified sourcing of certified organic seeds distributed to farmers

	एफ.पि.ओ	Bastrani Farmers Producer Company Limited	आई.सी.एस	Maa Chandi Jaibik Fasal Utpadak Samiti
	ग्राम	BADABANKI	ट्रेसनेट क्रमांक	OR2402006476
	किसान का नाम	Sradhanjali Suna - Alekha Ganda	पिता का का नाम	Madan Tandi
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	एफ.पि.ओ	Bastrani Farmers Producer Company Limited	आई.सी.एस	Maa Chandi Jaibik Fasal Utpadak Samiti
	ग्राम	BADABANKI	ट्रेसनेट क्रमांक	OR2402006583
A	ग्राम किसान का नाम	BADABANKI Sukanti Behera - Durbal Behera	ट्रेसनेट क्रमांक पिता का का नाम	OR2402006583 Gupar Behera
			^	
	किसान का नाम	Sukanti Behera - Durbal Behera	^	

Payment Traceability: Transparent, banklinked payments to farmers with audit trails.



Procurement Traceability: Digital records of farmer-wise procurement linked to FPOs.



Product Traceability: Batch-level QR code tracking of products (cotton bales) from farm to market



Third party verification











NPOP (National **Programme for Organic Production)** Program USA)

NOP (National Organic

Regenerative **Organic Certified** (ROC)

GOTS (Global **Organic Textile** Standard)

OEKO TEX **Standard**

PAPL adheres to globally recognized sustainability and ethical standards in organic production by securing certifications from credible standards such as NPOP, NOP, ROC, Fairtrade, FFL, GOTS, OCS, Oeko-Tex and Textile Genesis. These certifications validate our commitment to organic integrity, fair trade principles, and regenerative agricultural practices aligned with ESG goals.



OCS (Organic Content Standard)



Textile Genesis **Standard**



Fair for Life (FFL)

Market Opportunity TAM: Total Addressable Market

Global Organic Cotton Market Size & Forecast:

• 2023 Market Size: USD 1,113.5 million

2024 Market Size: USD 1,585.5 million

• 2032 Forecast Market Size: USD 25,890.2 million

• CAGR: 40.0% from 2024–2032

Source: https://www.fortunebusinessinsights.com/organic-cotton-market-

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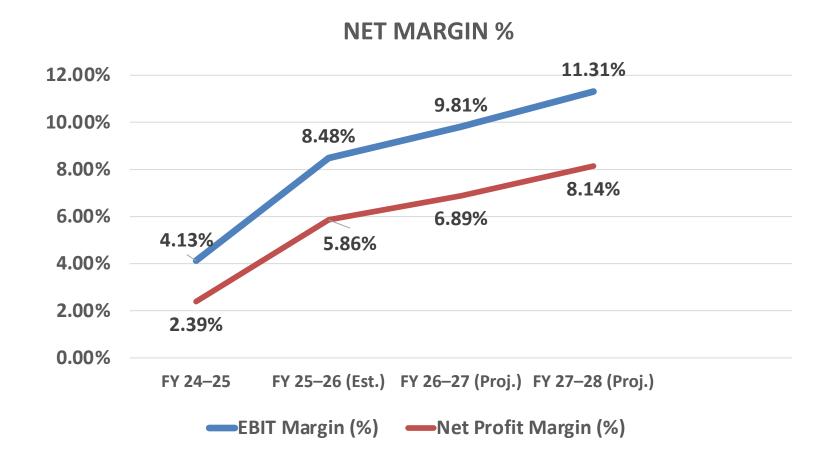
Based on the Textile Exchange Organic Cotton Market Report (2022):

- Global organic cotton fiber production: 342,265 tonnes
- Certified organic land area: 621,691 hectares
- Share of organic cotton in total global cotton production: ~1.4%
- Number of producing countries: 21
- Countries with the highest share: **India (38%)**, Turkey (24%), China (10%), Kyrgyzstan (9%)

PAPL stands out in India's organic cotton landscape with the largest production base of over 100,000 farmers growing certified organic cotton. Backed by a fully transparent and traceable supply chain, PAPL delivers measurable environmental and social impact on the ground. In partnership with leading global brands, PAPL is reshaping the organic cotton value chain and writing a new chapter in sustainable textile sourcing. Beyond cotton, PAPL is also emerging as a key player in organic wheat, rice, millets, and pulses—linking with national brands and opening new market frontiers.

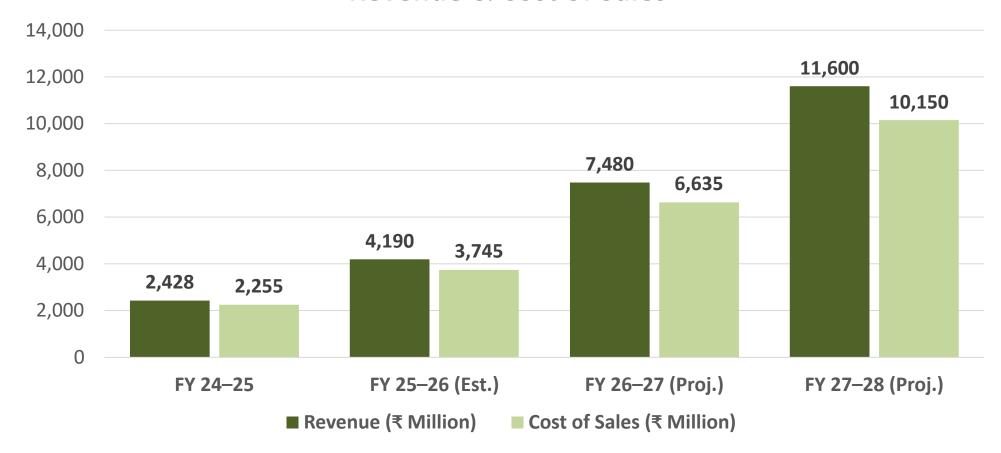
PAPL is poised to enter the **large-scale carbon market** through tree plantation initiatives on farmers' fields, creating a **long-term** pathway for generating carbon credits. These plantations are designed not only to sequester carbon over time but also to deliver **short-term** benefits through intercropping, fruit harvests, and enhanced biodiversity. This dual approach strengthens farmers' livelihoods in the near term while building a **sustainable carbon asset base** for the future.

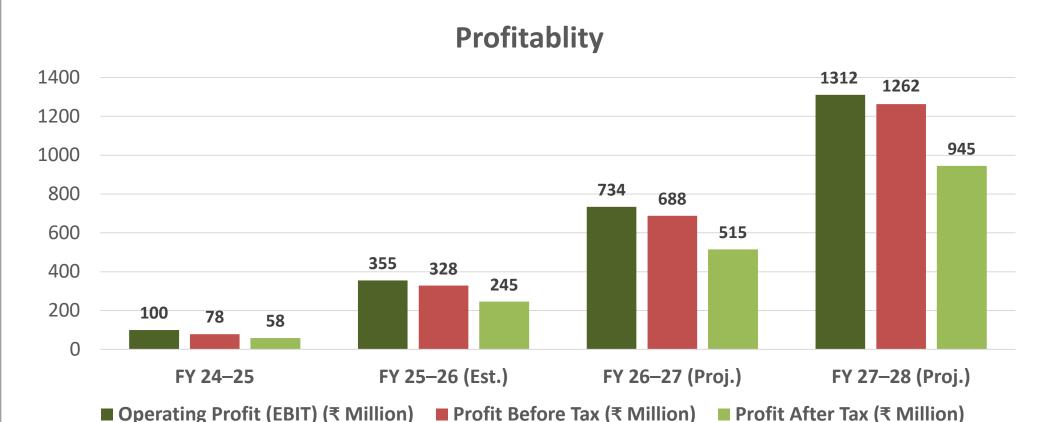
Growth Projections Financial Metrics



Margins				
	FY 24-25	FY 25-26	FY 26-27	
Ratio		(Est.)	(Proj.)	
Gross Margin (%)	7.15%	10.61%	11.29%	
Operating Margin (%)	4.13%	8.48%	9.81%	
Net Profit Margin (%)	2.39%	5.86%	6.89%	

Revenue & Cost of Sales





Meet Our Leaders



Ashis Mondal

Managing Director

An illustrious career in natural resource management and regenerative agriculture spanning over 35 years. He has served as a member of several national and international advisory committees, including the National Advisory Council, Government of India.



Amitabh Ghosh

Senior Advisor

An eminent chartered accountant with over 45 years of experience in managing finance and operations in India and abroad.

"Our leadership team brings decades of experience in agriculture value chains, farmer institution building, sustainable rural development, and scaling inclusive market-driven solutions."

Team Members





Responsible for operational excellence, supply chain management, and strategic partnerships with 23 years of rich experience in agri. supply chain management with reputed companies of India.



Rashid Shaikh

General Manager
Sustainable Fiber

Rashid brings over 17 years of extensive experience in organic farming and FPO-linked supply chain management. He leads the Organic Cotton vertical, promoting sustainable agriculture and managing end-to-end supply chains.



Albert Rozario

Assistant General Manager Financial Inclusion

MBA-qualified professional with 17 years of experience in business development and program implementation.

Demonstrated expertise in microfinance, financial inclusion, egovernance, and institutional capacity assessment across diverse roles.



Gaurav Mittal

Chief Accounts
Officer

Gaurav is a seasoned chartered accountant with 9 years of experience in finance and accounts At PAPL he is responsible for financial planning and analysis, budgeting, statutory reporting, audits, taxation, and internal controls.

Our Valued **Partners**











































































Videos Links

Scan the QR Code





Civil Society Organization (CSO) Partner - Action for Social Advancement (ASA), Bhopal; www.asaindia.org

For more information please log in to; www.ploughmanagro.com

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Scalability

Business network of 100+ FPOs that offer a wide variety of products.

Sustainability

Produce adopt Regenerative & sustainable Agriculture practices.

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Why Partner With Ploughman Agro

We deliver - scalability, sustainability and impact.

Impact

Maximizing profits for the smallholders and creating an impact on the overall product value chain.

THANK YOU

CONTACT US

+91 7880060600

ashis.mondal@ploughmanagro.com 🖂

Goyal Duplex No. 04, Gulmohar Colony

Behind Savoy Complex, Bhopal Madhya

Pradesh - 462039

