



Crop Fina

CROPFINA
AGROVET

PRIVATE LIMITED

*Trading, Distribution, Import & Export of
Agrochemical Products*



Introduction

Cropfina Agro Vet Private Limited is a dynamic agrochemical trading and distribution company dedicated to supporting the agricultural sector through high-quality crop protection and agricultural input solutions. The company specializes in the marketing, wholesaling, retailing, import, export, stocking, and distribution of insecticides, fungicides, herbicides, weedicides, plant growth regulators (PGRs), bio-pesticides, and other agrochemical products.

With a strong focus on quality, reliability, and farmer welfare, Cropfina aims to enhance agricultural productivity through effective crop management solutions, technical advisory services, and a robust distribution network. Under the leadership of Mr. Jashan Sharma, who currently manages and leads a team of more than 25 professionals, the company has established a strong presence in the agrochemical sector. Over the next three years, Cropfina plans to generate employment opportunities for more than 30 direct employees and over 120 indirect workforce members through the expansion of its distribution, logistics, sales, and operational activities.

Leveraging industry expertise, strategic partnerships, and a farmer-centric approach, Cropfina Agro Vet Private Limited strives to become a trusted partner for farmers, dealers, distributors, and agricultural businesses across India while contributing to rural economic development and sustainable agricultural growth.



Vision mission

Vision

To become a leading and trusted agrochemical company in India by delivering innovative, high-quality, and sustainable crop protection solutions that enhance agricultural productivity, empower farmers, strengthen food security, and contribute to the long-term growth and development of the agricultural sector.

Mission

To provide farmers with reliable, high-quality agrochemical products and agricultural input solutions through an efficient distribution network, expert technical support, and customer-focused services. We are committed to improving crop productivity, promoting sustainable farming practices, and creating long-term value for farmers, dealers, and stakeholders.

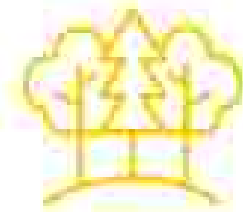


Industry Problem



Rising Pest and Disease Infestation

Increasing pest attacks and crop diseases lead to significant yield losses and reduced agricultural productivity.



Availability of Counterfeit Products

The presence of fake and substandard agrochemical products negatively impacts crop health and farmer confidence.



Limited Farmer Awareness

Many farmers lack adequate knowledge about proper pesticide selection, dosage, and application methods.



Inefficient Distribution Network

Timely availability of quality agrochemical products remains a challenge in many rural and remote regions.



Increasing Cost of Crop Protection

Rising input costs put financial pressure on farmers and affect their ability to adopt effective crop protection solutions.



Our Solution



Quality-Assured Agrochemical Products

We provide genuine, high-quality insecticides, fungicides, herbicides, and other crop protection products from trusted sources.



Strong Distribution Network

We ensure timely availability of agrochemical products through an efficient wholesale and retail distribution system.



Farmer Education & Technical Support

We offer expert guidance, product training, and technical assistance to help farmers make informed crop protection decisions.



Comprehensive Product Portfolio

We provide a wide range of crop protection and agricultural input solutions to address diverse farming needs.



Reliable Supply Chain Management

We maintain adequate inventory and streamlined logistics to ensure uninterrupted product availability during critical farming seasons.



Product & Services

Product



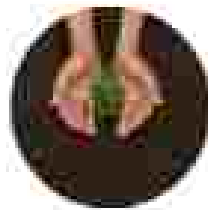
Insecticides



Specialty Agrochemical Products



Fungicides



Crop Protection Solutions



Herbicides



Agricultural Input Products



Weedicides



Plant Growth Regulators (PGR)

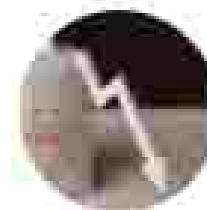


Bio-Pesticides

services



Wholesale Distribution



Import & Export of Agrochemical Products



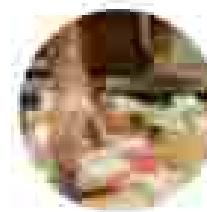
Marketing & Sales Support



Dealer & Distributor Network Management



Specialty Agrochemical Products



Technical Advisory & Crop Protection Guidance

Revenue Stream

Revenue Stream	Description
Agrochemical Product Sales	Revenue generated from the sale of insecticides, fungicides, herbicides, weedicides, PGRs, and bio-pesticides.
Wholesale Distribution	Income earned through bulk supply of agrochemical products to dealers, distributors, and retailers.
Retail Sales	Revenue from direct sales of agricultural input products to farmers and end customers.
Import & Export Operations	Earnings from international trading and export-import activities of agrochemical products.
Dealer Network Sales	Revenue generated through authorized dealer and distributor channels across different regions.
Agricultural Input Solutions	Income from supplying comprehensive crop protection and agricultural input products.
Marketing & Distribution Services	Revenue from product promotion, distribution management, and market development activities.
Value-Added Technical Support	Income generated through specialized crop advisory, product training, and farmer support programs.



Market Size

Market Segment	Market Size	Growth Potential
Global Agrochemical Market	USD 280+ Billion	Strong growth driven by increasing food demand and crop protection needs
Indian Agrochemical Market	USD 12+ Billion	Growing at 8-10% CAGR with rising adoption of modern farming practices
Crop Protection Chemicals Market (India)	USD 5+ Billion	High demand for insecticides, fungicides, and herbicides
Bio-Pesticides Market (India)	USD 300+ Million	Rapid growth due to increasing focus on sustainable agriculture
Addressable Market for Cropfina	Multi-Billion Dollar Opportunity	Significant potential through distribution, wholesale, retail, and export operations

Market Opportunity

- Over 140 million hectares of cultivated agricultural land in India.
- More than 140 million farmers require crop protection solutions.
- Increasing demand for high-quality agrochemical products and technical advisory services.
- Growing awareness of modern farming and integrated pest management practices.
- Expanding opportunities in both domestic and international agrochemical markets.

TAM , SAM and SOM

- TAM (Total Addressable Market): ₹1,00,000+ Crore
- SAM (Serviceable Available Market): ₹25,000+ Crore
- SOM (Serviceable Obtainable Market): ₹250–500 Crore (initial target market over 5 years)

Target Market Segments



Farmers

Small, medium, and large-scale farmers seeking effective crop protection and agricultural input solutions to improve productivity and crop yield.



Agro Dealers & Retailers

Local agricultural input dealers and retail outlets that require a reliable supply of quality agrochemical products.



Distributors & Wholesalers

Regional and state-level distributors engaged in the bulk procurement and distribution of agrochemical products.



Agricultural Cooperatives & FPOs

Farmer Producer Organizations (FPOs), cooperatives, and agricultural societies that purchase crop protection products for their member farmers.



Go-To-Market (GTM) Strategy

GTM Strategy	Action Plan	Target Audience	Expected Outcome
Dealer & Distributor Network Expansion	Appoint authorized dealers and distributors across key agricultural regions.	Dealers, Distributors	Increased market penetration and product availability.
Farmer Outreach Programs	Conduct field demonstrations, awareness campaigns, and product training sessions.	Farmers	Higher product adoption and brand trust.
Retail Channel Development	Strengthen relationships with agro-input retailers and agricultural stores.	Retailers, Farmers	Improved sales and customer accessibility.
Strategic Manufacturer Partnerships	Collaborate with leading agrochemical manufacturers and suppliers.	Manufacturers, Distributors	Consistent product supply and portfolio expansion.
Digital Marketing & Promotion	Utilize social media, digital campaigns, and online farmer engagement platforms.	Farmers, Dealers	Enhanced brand visibility and lead generation.
Technical Advisory Services	Provide crop protection guidance and agronomic support to customers.	Farmers, Agribusinesses	Strong customer retention and loyalty.
Regional Market Expansion	Expand operations from existing markets to neighboring agricultural states.	Farmers, Dealers, Distributors	Geographic business growth and revenue expansion.
Participation in Agricultural Events	Attend agricultural expos, trade fairs, and farmer meetings.	Farmers, Industry Stakeholders	Increased brand recognition and business opportunities.
Institutional Sales Development	Target FPOs, cooperatives, government agencies, and large farming groups.	Institutional Buyers	Large-volume and recurring sales opportunities.
Export Market Development	Identify international buyers and build export distribution channels.	Overseas Distributors, Importers	Diversified revenue streams and global market access.

Our Director

Founder & Director



**Mr. Jashan
Sharma**

Mr. Jashan Sharma is a seasoned agribusiness professional and entrepreneur with over a decade of experience in the agrochemical, crop protection, and agricultural input industry. Throughout his career, he has successfully led sales growth, market expansion, channel development, distribution management, and business operations across key agricultural regions of Punjab.

Coming from a family with over 40 years of experience in the agricultural inputs sector, he possesses deep industry knowledge and a strong understanding of farmers' evolving needs, market dynamics, and modern farming practices. His expertise spans crop protection solutions, dealer and distributor network development, strategic marketing, customer relationship management, and sustainable business growth.

Driven by a vision to empower farmers with innovative and reliable agricultural solutions, Mr. Sharma founded Cropfina Agro Vet Private Limited with the objective of providing high-quality agrochemical products that enhance crop productivity, improve farm profitability, and support sustainable agriculture.

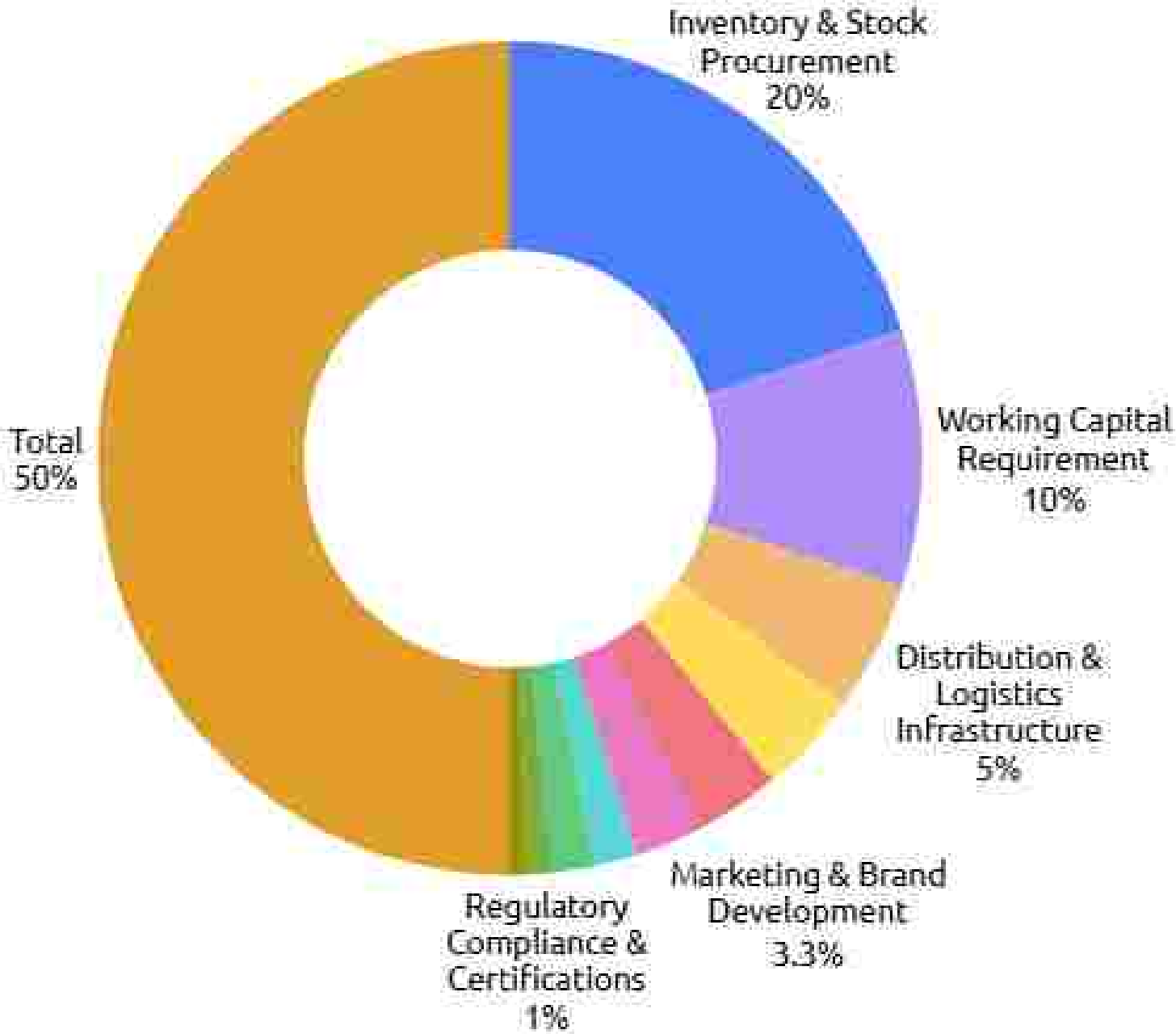
Under his leadership, the company is rapidly building a strong distribution network and aims to generate significant employment opportunities by creating 30+ direct and 120+ indirect jobs within the next three years, while delivering value-driven solutions to farmers across India. His commitment to innovation, quality, and farmer-centric growth continues to drive the company's mission of becoming a trusted name in the agricultural sector.

Vision: To become one of India's most trusted agrochemical companies by delivering innovative, effective, and sustainable crop protection solutions.

Mission: To enhance agricultural productivity and farmer prosperity through quality products, strong distribution networks, and continuous innovation.

Fund Utilization

Particulars	Amount (₹)	Percentage (%)
Inventory & Stock Procurement	6,000,000	40.00%
Working Capital Requirement	3,000,000	20.00%
Distribution & Logistics Infrastructure	1,500,000	10.00%
Warehouse & Storage Facilities	1,200,000	8.00%
Marketing & Brand Development	1,000,000	6.67%
Dealer & Channel Network Expansion	800,000	5.33%
Technology & ERP Implementation	500,000	3.33%
Team Hiring & Human Resources	500,000	3.33%
Regulatory Compliance & Certifications	300,000	2.00%
Contingency Reserve	200,000	1.34%
Total	15,000,000	100.00%





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