

AGRIFOOD TECH

PRIVATE LIMITED

SUSHIL SHELKE

Co-Founder & C.E.O

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INCUBATED AT



WWW.AGRIFOODTECH.IN


PROBLEM


Post Harvest Crop Losses for Rhizomes & Troublesome Procedure

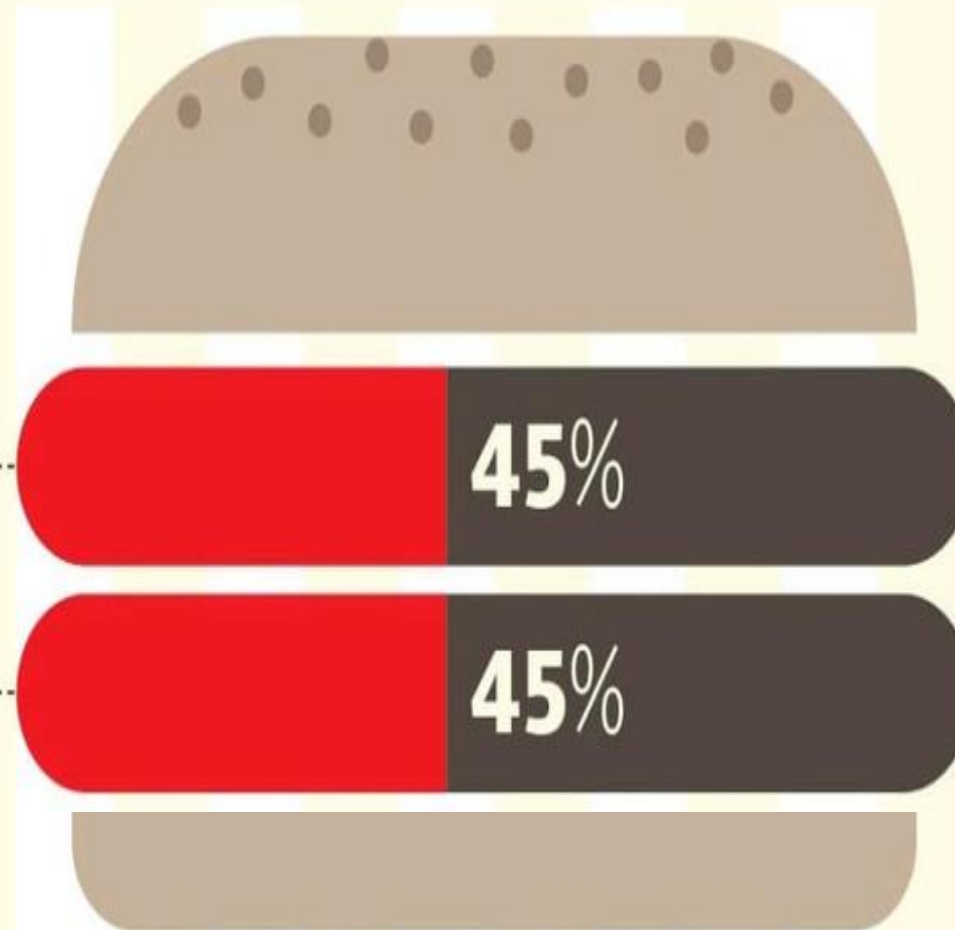
Astounding 7.3 % ! 1350 Thousand MT / 80 Billion Rs (Source: Intellecap)

Global Food Waste

Approximately 1.3 billion tons of food is lost or wasted every year. That is about **one-third** of all the food produced for human consumption in the world.

Fruit and vegetables 

Roots and tubers 



PROBLEM

Processing Rhizome (Turmeric, Ginger, etc) is tedious, cumbersome & requires 30 Days Sun drying. Uncertain Climate (un-announced rains) Worsens (Layering | Collecting | Covering) & Potential Damage !



Traditional Turmeric Processing



THE HINDU | Published: PUNE , MARCH 26, 2020
"Farmers rush to collect turmeric kept out to dry."

PROBLEM



Inferior End Products [Poor Standards (Un-hygienic) and Loss of Nutrients due to Improper Handling & Risk of Adulterations (Colour Additives)]



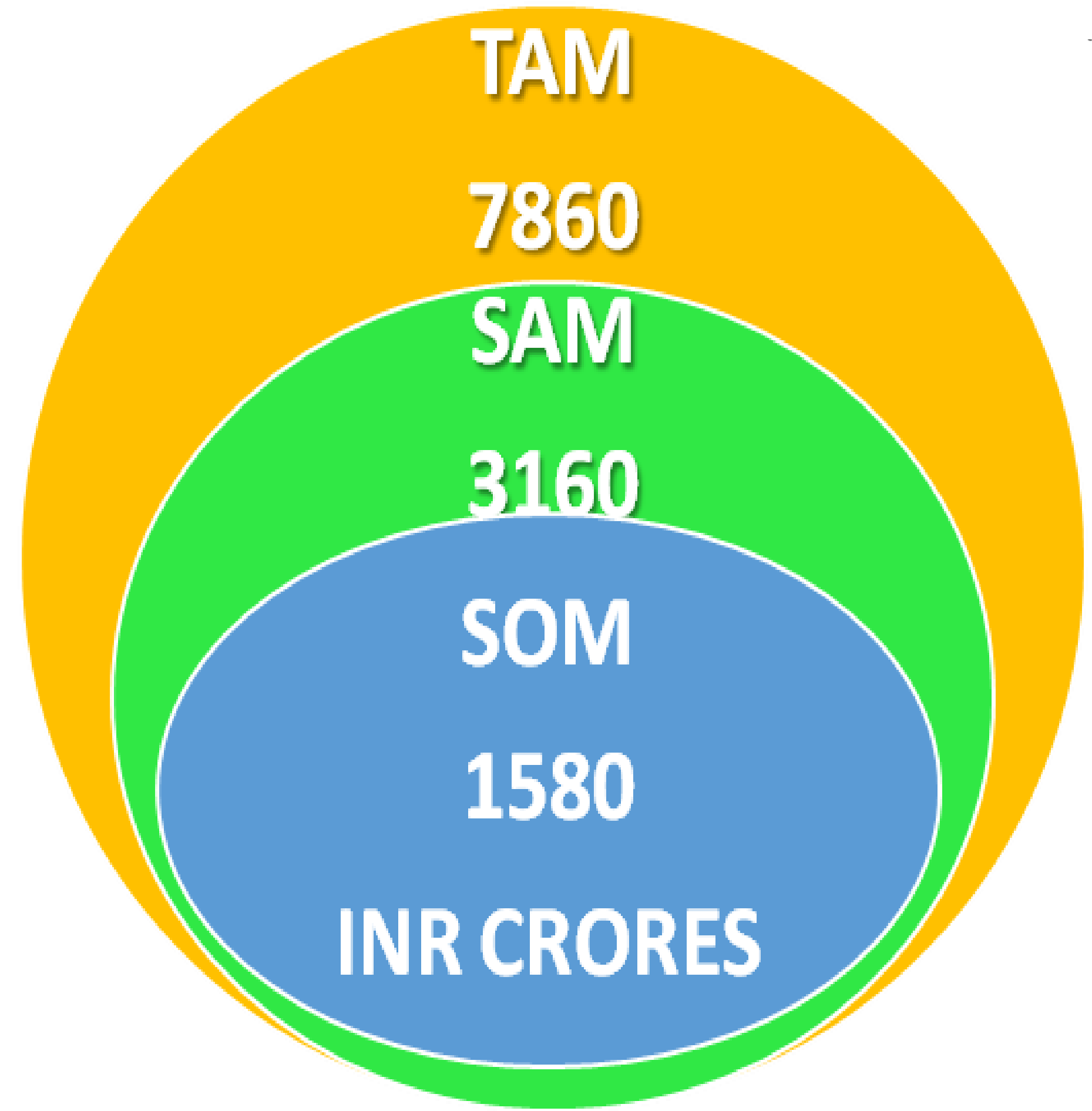
Traditional Turmeric Processing



TOTAL MARKET SIZE

FOR TECHNOLOGY

- 6160 CRORE I.N.R
5.6 LAKH FARMERS
- 1700 CRORE I.N.R
FOOD MANUFACTURERS
1545 *SPICE BOARD



Special Design Equipments (Proprietary Technology)

for Dehydration of Fresh Rhizomes to Quality Consumer (Powder) Products.

1. QUALITY CONTROL & SUPERIOR END PRODUCTS

A. Complete In-house Processing : Minimal Contamination : Hygienic - Lower Microbial Count

B. Uniform Cooking at Controlled Temperatures : Better Bio-Active Element (curcumin) Retention
& Improved Shelf Life & Nutritional Content

2. **HIGHER VOLUMES** : Finished Goods ready in 24 Hrs against 30 Days

CLEANING



CUTTING



COOKING BIO REACTOR



DRYING

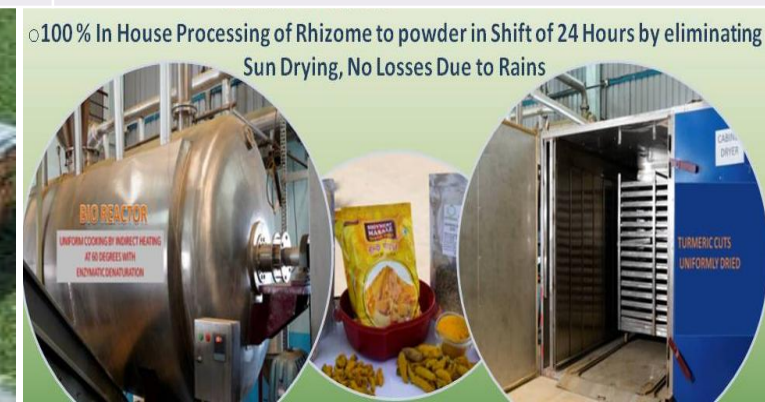


Competition Analysis

Primary Processing Solutions Available in Market

PARAMETERS	TRADITIONAL	SUNDRIED SLICES	SOLAR DRIER	OUR TECHNOLOGY
COST	40 LAKHS	10 LAKHS	20 LAKHS	110 LAKHS
MATERIAL	MILD STEEL	NA	MILD STEEL	SS 304 FOOD GRADE
AREA REQUIREMENT	BIG DRYING PLATFORM	BIG DRYING PLATFORM	BIG DRYING PLATFORM	10 R - CONVINIENT 2 MT/BATCH
MICROBIAL INFECTION / CURING	HIGH / MINIMAL	HIGH SUSCEPTIBLE / NO	HIGH / NO	LOW/ UNIFORM COOKING AT LOW TEMP
WORKING COST	25 RS/KG	25 RS/KG	30 RS/KG	25 RS/KG
LABOR	INTENSIVE	INTENSIVE	INTENSIVE	SEMI AUTOMATIC
END PRODUCT	UNHYGIENIC & ADULTERATED	HIGH MICROBIAL COUNT	MARGINALLY BETTER THAN TRADITIONAL	SUPERIOR CURCUMIN & SHELF LIFE
TIME REQUIRED	30 DAYS SUN DRIED	20 DAYS SUN DRIED	20 DAYS SUN DRIED	01 DAYS
RISK	HIGH	HIGH	LOWER THAN TRADITIONAL	ZERO / LOWEST
LONGITIVITY	1-2 YEARS	1-2 YEARS	1-2 YEARS	7-10 YEARS

PROPRIETARY PROCESS



100% In House Processing of Rhizome to powder in Shift of 24 Hours by eliminating Sun Drying, No Losses Due to Rains

WHAT WE DO DIFFERENT ?

AFT

PROPRIETARY PROCESS

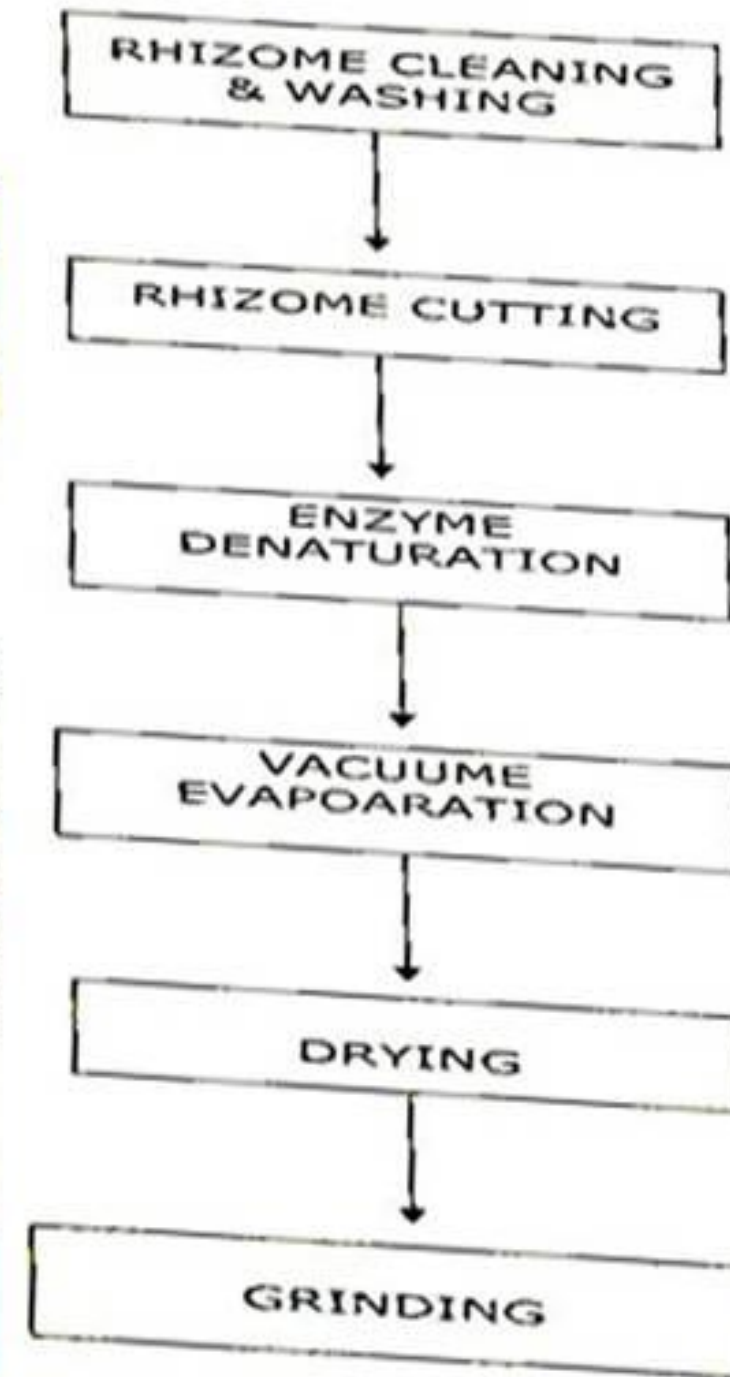


- ❖ COMPLETELY IN HOUSE PROCESSED
- ❖ BETTER NUTRITION CONTENT
- ❖ HIGHER CURCUMIN RETENTION



AGRI FOODS | Address: Gat no. 262, Bldx, Tal. Phulmbi, Dist. Avaregaol

PRODUCTION PROCESS



PROPRIETARY TECHNOLOGY –
BIO ACTIVE INGREDIENTS ENHACEMENT
Slow Cooking & Roasting at Low Temperature
below 60 degrees



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- ❖ VARIETY: SALEM
- ❖ CURCUMIN CONTENT : > 4 %
- ❖ BULK PACKAGING – 30 / 50 KGS
- ❖ Minimum Order Quantity : 1000 Kg

- ❖ AIR DRIED FRUITS & VEGETABLE
- ❖ UNIFORM COLOR
- ❖ COOKED AT UNIFORM TEMPERATURE
- ❖ COMPLETE IN HOUSE OPERATIONS
- ❖ MAKES COOKING EASY
- ❖ EXPORT QUALITY PRODUCT

TRADITIONAL WHAT YOU GET IN MARKET



- ❖ UNHYGIENIC TREATMENT MOSTLY
- ❖ LOSS OF NUTRITION CONTENT
- ❖ LOSS OF CURCUMIN
- ❖ LOOKS GOOD – DUE TO POLISH



4200 Sq. Mtrs premises dedicated food processing unit

MARKETING CONSULTATION : Fresh to Saleable Powder (Best Quality, High Yield, Hygienic & Improved Shelf Life). MARKET LINKAGES charging Finders Fee at percentage of Invoice Value.



AGRI DOT
MARKET LINKAGES

BUSINESS TO BUSINESS TO CONSUMERS

B2B

- cosmetic customers
- export customers
- private label

B2C

- distributor connect
- retailer connect
- superstockist connect

DIRECT TO CONSUMERS

D2C

- brand building
- logistic assist
- feedback analysis

We are supplying the products institutionally to Masale Manufacturer's, Pharmaceutical Companies in Total of 10 States & UT



TESTIMONIAL

available at **amazon**

Customer reviews
★★★★☆ 4 out of 5

1 global rating

5 star	0%
4 star	100%
3 star	0%
2 star	0%
1 star	0%

Shivneri Masale Dry Ginger Powder-Sunth, 500 Grams

Jayashree
★★★★★ Good
Reviewed in India on 4 August 2020
Verified Purchase

Intregals Dehydrated Cabbage Green, 500 Grams

"Very Nice Product"
★★★★★
By Amazon Customer on 19 July, 2020
"Thanks for your feedback!"

TESTIMONIAL

S 4 Foods
Gut 262, Bilda, Phulambri, Aurangabad, Maharashtra

4.4 ★★★★★ 5 reviews

Sort by: Most relevant, Newest, Highest, Lowest

Aditya Jadhav
1 review
★★★★★ 3 years ago
Very good products
Like

Response from the owner 3 years ago
Thanks for the feedback

Akshay Jadhav
1 review
★★★★★ 3 years ago
Quality Turmeric Products

Justdial

S 4 Foods | 4.6 ★★★★★ 5 Votes
Phulambri Aurangabad ... (Map)
+91 8087146654
Verified

TESTIMONIAL

INVEST INDIA

Virendra Mishra
10.05 PM 15 January 2020

"It is a proud moment for us as we bestow you with the 'CERTIFICATE OF EXCELLENCE', which symbolizes the 'future of agriculture in India', the 'future of Atmanirbhar Kisan' and the 'future of Atmanirbhar Bharat' for your overwhelming contribution to make this mega event a historical success!"

Team Pusa Krishi, ICAR-IARI
Ministry of Agriculture & Farmers Welfare,
Government of India

"It is really nice to see your production setup involving farmers and others. It is really great job you are doing to promote agriculture and other products."

Dr. S. K Dutta,
Adviser NDDB(Go)-Tata Trusts Initiative,
India

REVENUE MODEL

PROJECT CONSULTATION Enabling organisations to run facility based on our technology.

1. Vendor Selection
2. Installation & Commencement Supervision

Technology enablement fees percentage of the project cost.

MARKET LINKAGES CONSULTATION charging percentage of Invoice Value.

UNIT ECONOMICS

- 110 LAKHS INR

S 4 FIRST : INFRASTRUCTURE

AGRI DOT : MARKET LINKAGES

INFRASTRUCTURE
COST



TECHNOLOGY
TRANSFER
REVENUE



MARKET
LINKAGES
REVENUE



Clientele: Farmer Producer Organisations looking for **Projects in Value Addition.**

Geographical Coverage: Regions of **Maharashtra, Telangana, Andhra Pradesh, Karnataka** and **Tamil Nadu** major states producing Rhizomes Turmeric & Ginger.



TRACTION

❖ 18 FPO's shown interest in the Technology.

DEMO DAYs Live Environment Demonstrations to FPO's Planned in year 2024

❖ Sold Finished Goods (New to Market) from MVP to 30 B2B Buyers in 10 States.

Own Brand, Shivneri Masale TM launched in Regional Market

❖ MVP OPERATIONAL SINCE 2017

168 FARMERS SUPPLYING FRESH PRODUCE

❖ End Products meeting the claims



NATIONAL AGRICULTURE AND FOOD ANALYSIS AND RESEARCH INSTITUTE

Promoted by : MAHRATTA CHAMBER OF COMMERCE, INDUSTRIES AND AGRICULTURE
Co-sponsored & Supported by : MFPI GOI., SIDBI, NABARD and UNIDO

Address: 2nd & 3rd Floor, MCCIA Building, 1013/1014, Shukrawar Peth, Tilak Road, Pune - 411 002.
Tel.: 91-20-24440079, 24441776, Website: www.nafari.org

Testing : 7219002720, 7219002820, 9673415150 | Consultancy : 9673331070, 9518359335 | Training : 9503000763,
Email : nafarinstitute@pune@gmail.com | Email : nafarico@gmail.com | Email : clusterevents.nafari@gmail.com

Report No. : 17-18/0588

CIN No. U74220PN2002NPL017463

Date of issue : 22/06/2017

Issued To : S4 Foods

Gut No. 262, Aurangabad - Jalgaon Road
Vill - Bilda, Tal - Phulambri, Dist - Aurangabad.

Kind Attn: Mr. Sushil Shelke

TEST REPORT

TEST REPORT OF
PROPRIETARY TURMERIC POWDER
WITH CURCUMIN CONTENT OF
MORE THAN 4.5 g/100g

- 1 Sample Name : Turmeric Powder (1306170589)
- 2 Date of Sample Receipt : 13/06/2017
- 3 Your Ref.No. : Test Request Form
- 4 Batch No. : -
- 5 Sample Pkg : Non Commercial Sealed Plastic Bag.
- 6 Sample Collected By : Client
- 7 Date(s) of Testing : 14/06/2017 to 21/06/2017

SR.NO.	PARAMETERS	RESULTS	UNITS	FSSAI LIMITS	TEST METHODS
1	Energy Value	380	kcal/100 g	Not Specified	By Calculation
2	Protein	8.13	g/100 g	Not Specified	IS 2234:2010
3	Carbohydrate	71.16	g/100 g	Not Specified	IS 1656:2012
4 *	Fat	7.03	g/100 g	Not Specified	Ranganna
5	Moisture	5.59	g/100 g	Not More Than 10.0	IS:1797:2009
6	Ash on Dry Basis	8.57	g/100 g	Not More Than 9.0	IS:1797:2009
7	Acid Insoluble Ash on Dry Basis	0.01	g/100 g	Not More Than 1.5	IS:1797:2009
8	Total Starch	49.13	g/100 g	Not More Than 60.0	IS:4706 (P-II):2010
9	Lead Chromate	Absent	-	Absent	DGHS Lab Manual No.10
10 *	Colouring powder expressed as Curcumin content on Dry Basis	4.88	g/100 g	Not Less Than 2.0	By HPLC
11 *	Living and Dead insects, Insect Fragments, Rodent Contamination.	Absent	Per 10 g	Absent	AOAC 975:48
12	Salmonella	Absent	Per 25 g	Absent	IS:5887(P-III):2013

The parameter marked with an * are not accredited by NABL.

Authorised By - Vinay Oswal
Director

Page 1 of 1

End of Report

1. The above results pertain only to the sample tested.
2. This Report, in full or in part, shall not be used for advertising or legal action.
3. This Report cannot be re-produced, except when in full, without the written permission from the Director.
4. The sample will be destroyed after one month from the date of issue of test report (in case of non-perishable items only)
5. Fees not established between the company and the client at the time the order is placed or a contract is negotiated shall be at the company's standard rates (which are subject to change) and all applicable taxes shall be payable by the client.
6. This test report in no manner implies that the product tested is approved by NABL.



Certificate No. T-0815 & T-0816

Test Report - NABL Accredited Lab
Dehydrated 5% Moisture, 36 Months Shelf Life



Mrs. Priyanka Shelke
Co Founder

MBA IT, BCS
03 Yrs in Operations
& Finance

Meet our Team



AGRI FOOD
TECH



Mr. Sushil Shelke
Co Founder

MBA, BSc, LLB
18 Yrs in Projects, Marketing and Sales



Mrs. Suchita Pawar

Project Incharge
MBA, BTech
03 Yrs in Operations



Mrs. Sindhu Shelke
Co Founder

20 Yrs
Leader Farmer

Women Leaders



Mr. Sarjerao Shelke
Co Founder

MBA, BSc, LLB
33 Yrs in Operations and Public Administration

ADVISORS

Dr. Sanjay Bhoyar (Scientific Advisor)
PhD, Professor , Panjabrao Deshmukh Agril University | 24 Years
Experience Post Harvest

Mr. Sunil B Gadekar (Design Advisor)
Engineer , Director – IDEAS ENGINEERS Pvt. Ltd. | 20 Years
Experience in Sugar Factory Projects



Some of our Achievements

- **WINNER OF AGRI INDIA HACKATHON 2021** Organised by **PUSA KRISHI, Govt. of INDIA**
<https://blog.mygov.in/winner-announcement-of-agri-india-hackathon/>
- Recognised by **AGNII** (Office of Principal Scientific Adviser Govt. of India)
<https://www.agnii.gov.in/innovation/rhizome-agri-tech>
- Innovative Food Processing Makes New Markets <https://www.agrowon.com/agricultural-success-story-5588>
- **BIG BIRAC 19 Awardee; Grant in Aid Amount 48.5 Lakhs**



"It is really nice to see your production setup involving farmers and others. It is really great job you are doing to promote agriculture and other products."

Dr. S. K Dutta,
Adviser NDDDB(GoI)-Tata Trusts Initiative,

Benifits of our Technology

Social Impact: Our business model promotes Farmers Community in their Enterpreniual Journey , S4 Foods Infrastructure Solutions and Agridot market linkages solutions. Both the offerings we are the support system from setting up Food Processing unit as a MSME Micro Small Enterprise from production upto marketing and sales.

Economical Impact: A FPO ususally consist of a 100 plus farmers members , with 80 lakh rhizome farmers in 3 states of Telangana, Maharastra and Karnataka. The technology ensures zero waste production with no losses due to monsoon threat during sun drying which accounts to aggregate 10-20% losses. In addition the losses during the several handling and polishig adds to another 10-20%.

Environmental Impact: The Water usage ratio in Traditional is 1:2 that is for 2 MT we require 4000 Ltrs for washing and subsequent boiling. In our process the washing requires 300 Ltrs which can be recycled and 500 Ltrs for Economic 7 kg Boiler, **total 80% savings** ! In Traditional Boiling 6% weight biomass in fresh rhizome relative is burned, in our process 5% of relative weigh biomass is required.

Engagements with Farming Community

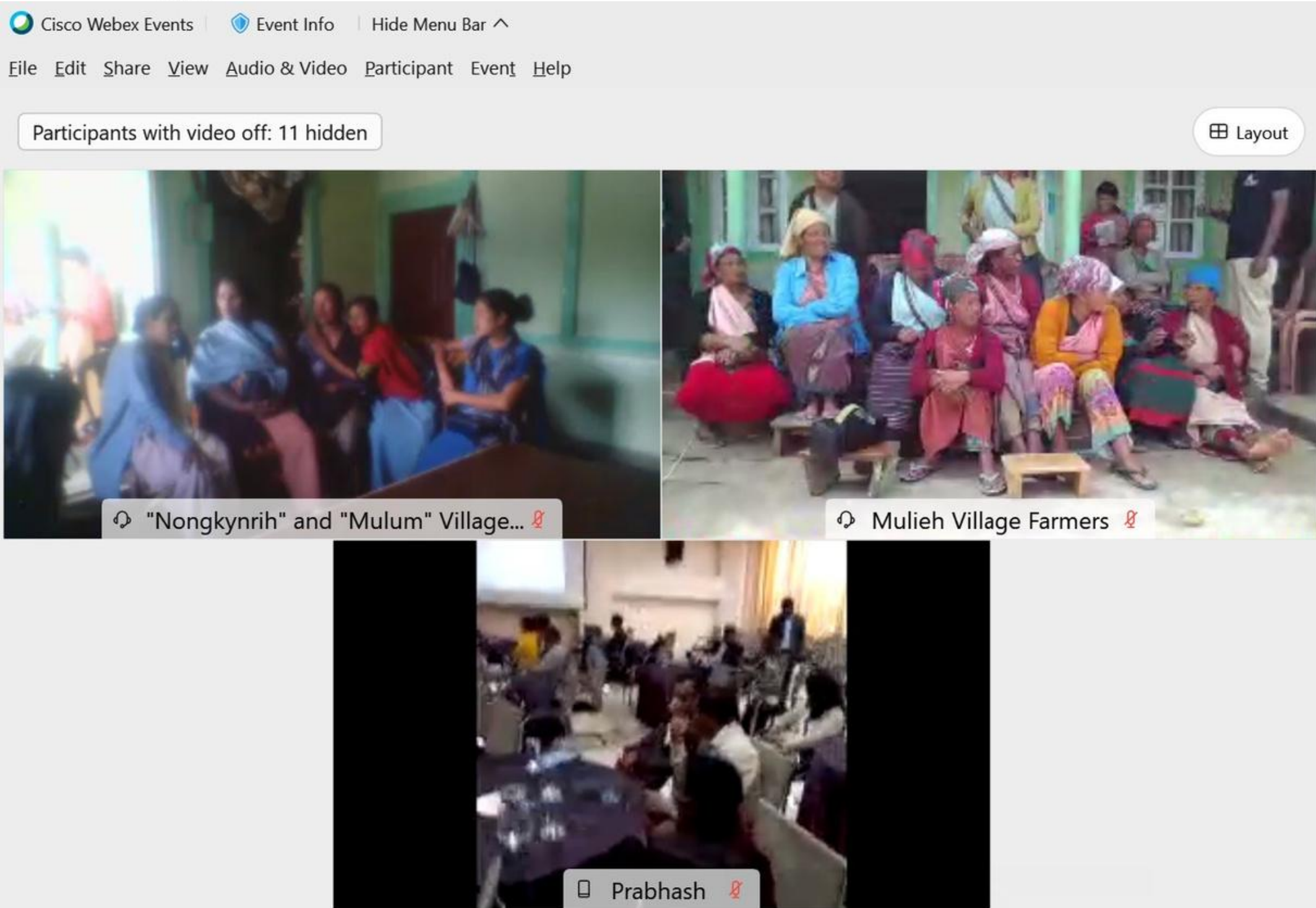


https://www.facebook.com/watch/live/?ref=watch_permalink&v=259186539059771

SUPPLY TO PILOT PLANT BY FARMERS : 100+ FROM MARATHWADA REGION | DISTRICT AURANGABAD & JALNA : PHULAMBRI, KANNAD, SOYGAON, SILLOD , BHARADI & BHOKARDHAN. ZERO Intermediaries.



Engagements with Farming Community



Farmers, FPOs/FPCs, Startups "Immersion program"

(Venue: Bala Vikasa Bhawan, Warangal)

AGNII (Ofc. of Principal Scientific Adviser), Innovation showcase to Farmer Group participants of North East - One District One Product Lakadong Turmeric Flag off Ceremony #InvestIndia #AtmanirbharKrishi

INVESTMENT OPPORTUNITY

INFRASTRUCTURE
COST per Project



• **1,11,00,000 INR**

TECHNOLOGY
TRANSFER
REVENUE



• **8,80,000 INR @8%**

TECHNOLOGY

DEMO DAYS : JANUARY 2024 – 50 FPOs
COMMERCIAL LAUNCH – DECEMBER 2024
IP/PATENT FILLED – SEPTEMBER 2023 (PROCESS &
PRODUCT)

MARKET LINKAGES – ONGOING
CURRENTLY : PRE-REVENUE | TRL 6

AGRIFOOD TECH

5 CR INR, INVESTMENT ASK

**Angel
Round**

FUNDING WILL BE USED TO

- SCALE THE PRODUCT
- EXPAND TEAM TO MARKET TECHNOLOGY
- LIVE ENVIROMENT DEMONSTRATIONS
- GO TO MARKET LAUNCH

thank you



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Agriculture and Food Industry