



[Our Links](#)

Pehle Jaisa

Back to the Roots

Solving Organic Waste in India

Cropcoin Technologies Private Limited



Cohort of **ICAR's AGRI-UDAAN 7.0**
(accelerator for Agribusiness)



Waste to Value: A New Perspective on Animal Waste

2600 million tons of animal waste is generated annually in India

UNTREATED

Bio-Security

Hazard

Foul odor, flies & insect infestation

Environmental

Pollution

Air, water and soil pollution

Public Health

Risks

Pathogen contamination & Disease transmission



IF PROCESSED

36 Million Tons

Bio-CNG

~ to power 70 million vehicles (1.5x of India's car fleet)

500 Million Tons

Fertilizer

2x fertilizer requirement of India

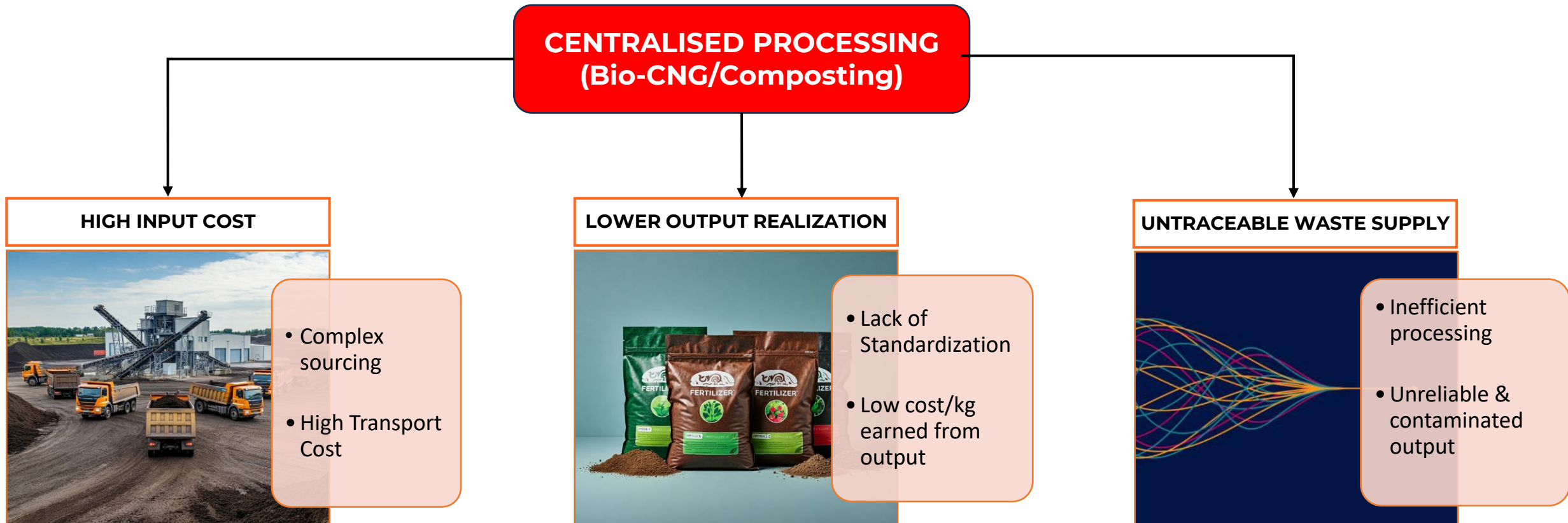
720 Million

Carbon Credits

~ to taking 150 million cars (3x India's car fleet) off the road

Fragmented India's Waste Supply : The Deterrent

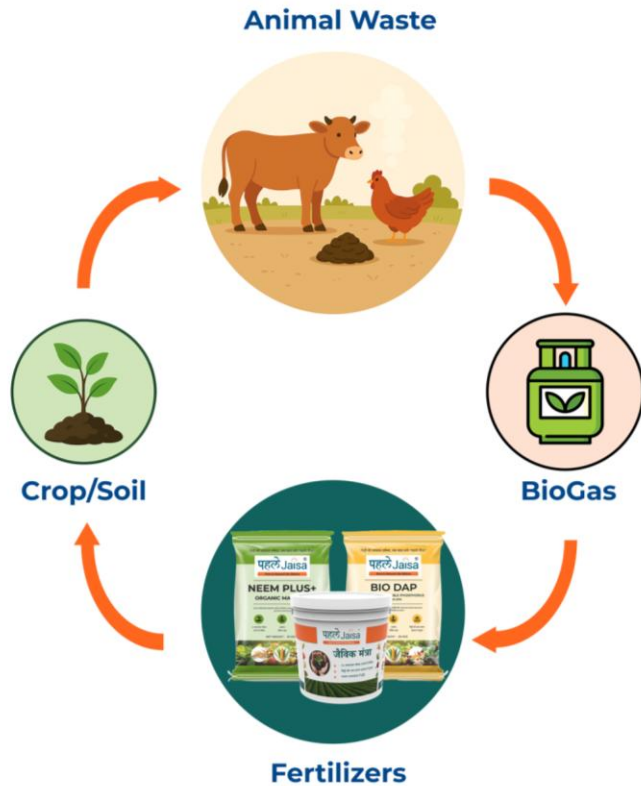
Centralized processing leads to high input cost & untraceable waste supply



Decentralization is the way to go

Introducing “Pehle Jaisa” – A Decentralized Approach

Decentralized Asset light integration to produce fertilizers & bio-energy at the source level



- **Decentralized**
- **Zero First Mile**
- **Asset Light**



Strong & Experienced Founding Team

Proven track record in rural ecosystem & brand building



Uttam Kumar

IIT Kharagpur'14
11+ years experience

Serial entrepreneur, built multiple successful brands

Co-founder, Eggoz

Co-founder, 3dphy



Pankaj Pandey

G B Pant University'14
11+ years experience

Firsthand exp. in building businesses from scratch

Co-founder, Eggoz

Co-founder, 3dphy



Ehtesham Farooqui

IIT Kharagpur'11
14+ years experience

Rural infra, agritech and product building

Co-founder, Satvig

Eggoz, Cleartax



Nipundeeep Taya

IIT Kharagpur'14
11+ years experience

Strong background in supply & farmer network management

Ex - GOI

Highly experienced team with proven expertise in integration led business, rural ecosystem & brand building

Current Traction & Unit Economics

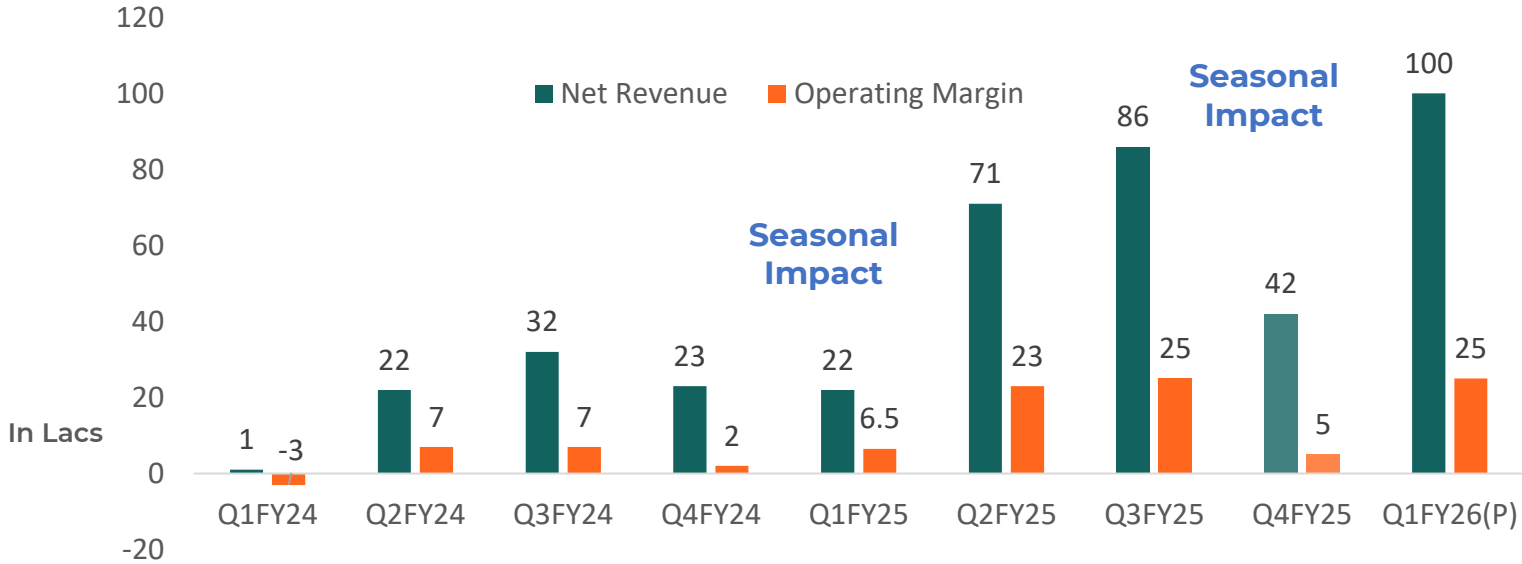
2000+MT of waste processed in **two years** from launch. **2500+ MT** fertilizers sold

+ve
OPERATING MARGIN

Gross Margin
 40-60%

Contribution Margin
 28-33%

Operating Margin
 20-25%



Started from Nalanda, Bihar

10 Districts

23 Lacs
 Kharif'23

45 Lacs
 Rabi'23

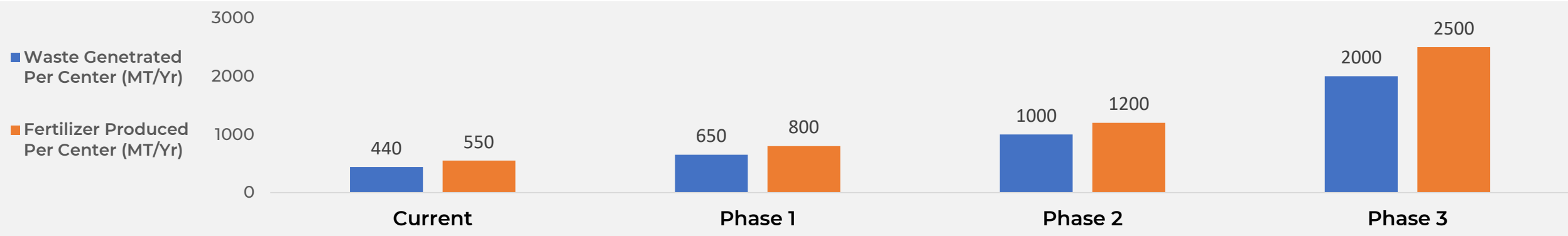
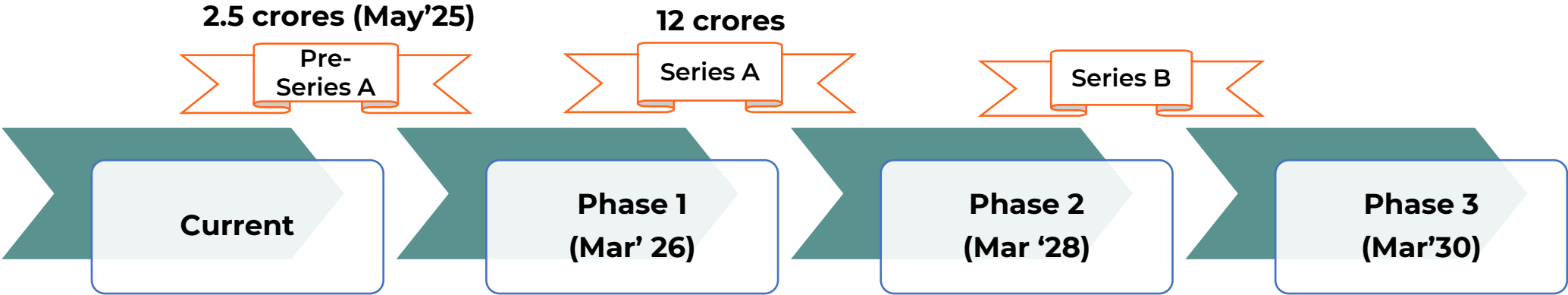
93 lacs
 Kharif'24

128 lacs
 Rabi'24

270 lacs
 Kharif'25

Advance orders of INR 4 crores for FY'26 (2 crores from Dehaat)

Expansion Plan & Fund Requirement

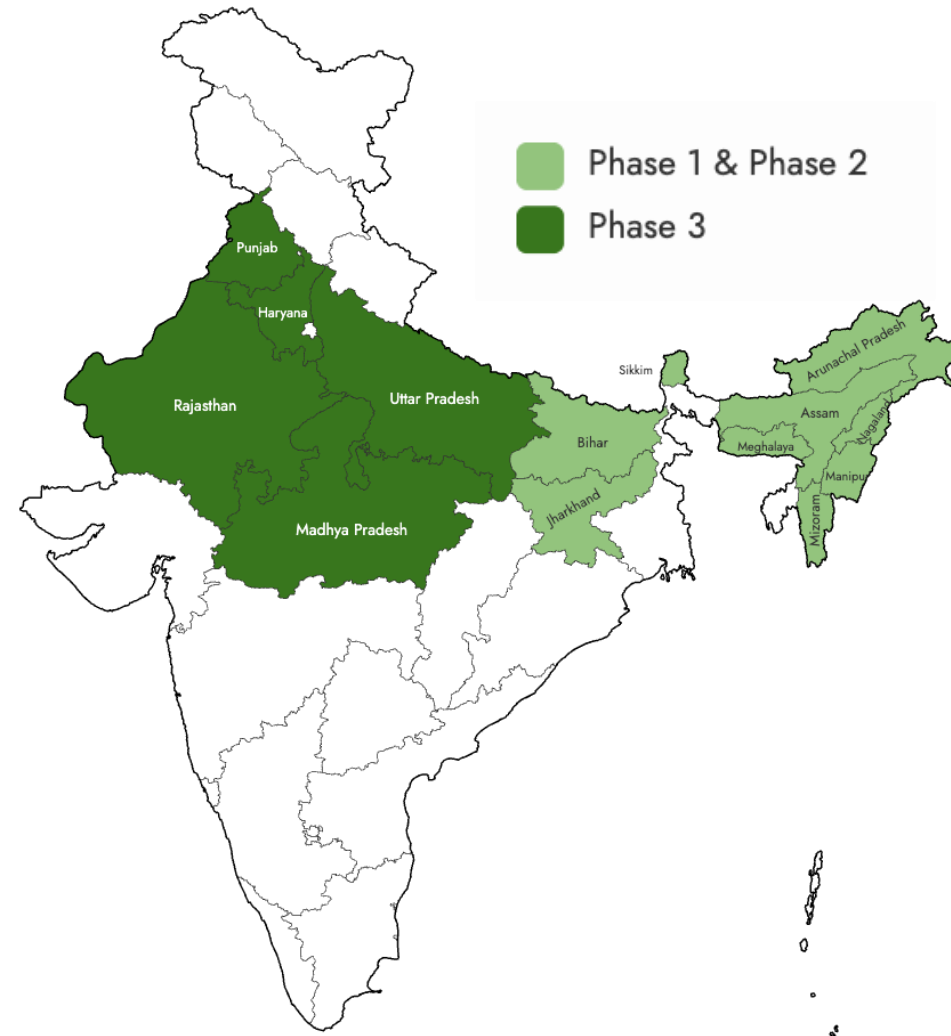


No. Of Centers	2	6	25	60
Production Capacity (MT/Yr)	1150	5000	30000	150000
ARR (Crores)	4	10	80	500

Expansion Plan

Focus on Bihar, Jharkhand & north-east for the next two years

- First 100 crores revenue from Bihar, Jharkhand & Northeast in the next two years
- Expanding to more states in North India after two years for 500 crores revenue



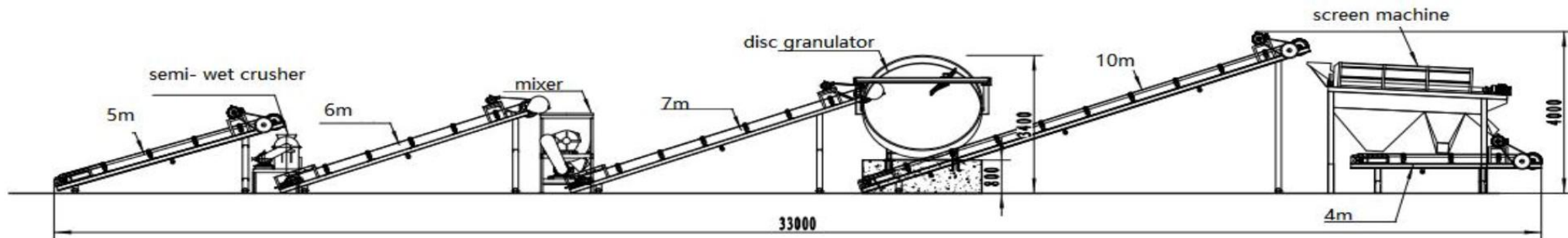
Projected RoadMap



	Current	Phase 1	Phase 2	Phase 3
Mid-Scale Processing Line Setup & Testing	Ongoing	Planned		
Bio Stimulant Category Launch	Completed (2)	Planned (6)	Planned (10)	Planned (10)
Organic Fertilizer Category Launch	Completed (1)	Planned (2)	Planned (5)	Planned (10)
Organo Mineral Category Launch			Planned (2)	Planned (10)
Third Party Integration Playbook	Ongoing	Planned		
ERP Implementation	Ongoing	Planned		
IOT Integration		Planned		
Hub Level Lab Setup		Planned (1)	Planned (3)	Planned (10)
Regular Audits & QC Playbook	Ongoing	Planned		
Product Conc. Manufacturing		Planned	Planned	Planned
Standard Composting Processes			Planned	Planned
Biogas Integration			Planned	Planned
Customized Fertilizer solutions as per soil & crop				Planned
Farmer & Produce Traceability			Planned	Planned
Platform for traceable clean food supply				Planned

Waste Centers Profile & Processing Line

Customized Processing Line for at-source fertilizer production



- Target poultry - **>20000 hen**
- Estimated farms - **>20000**
- Over the top benefits –
Increased Manpower Utilization, Cleaner hygienic farms, efficient waste disposal thus higher production

Setup Cost	28 lacs*
Production Capacity	3000 ton/year
Waste utilized**	1900 ton/year
Per kg extra waste earning	INR 1.75 /kg
Profit before dep.	INR 33 lacs/year
Net Profit***	INR 28 lacs /year
Break even time	~1.5 years

* Machine cost – 18 lacs, Infra cost – 10 lacs (only utilized in some cases)

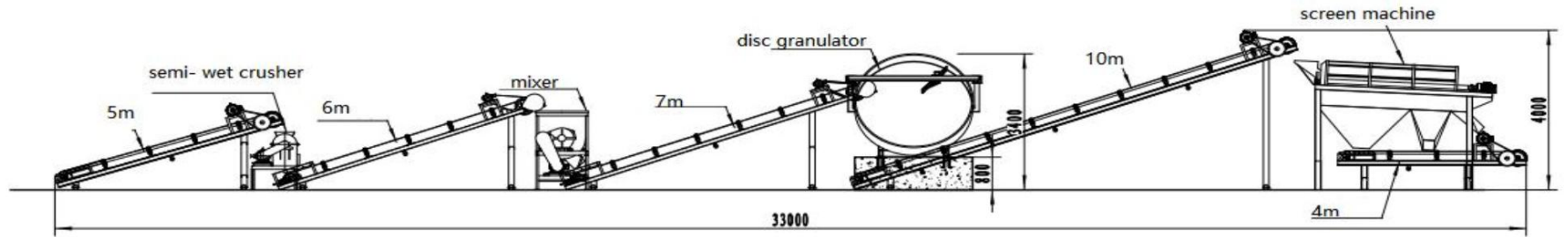
**Considering 80% production, 80% waste usage per product

***Taking machine life of 4 years and yearly maintenance of INR 50k

Waste Center Processing Line

Customized Processing Line for at-source fertilizer production

Semi- Automated Processing Line



Latest Imported Line from China



First Two Plants (Indian manufactured)



[First Plant Video](#)

Our first Partner Farm

15000 hen poultry farmer, invested 8 lacs, recovered in 1.5 years

Name	Alok Kumar
Location	Samastipur, Bihar
Investment	8 lacs
Plant Capacity	500 MT/year
Plant Type	Manual
Rol Duration	1.5 years
Future Earnings	6-8 lacs/year



The Market Opportunity & Competitive Advantage

Multi-billion dollar market for value-added products from animal waste-based fertilizers

	<u>Bio-Stimulants</u>	<u>Organic fertilizers.</u>	<u>Organo-mineral Fertilizers</u>
Market Size	\$500M	\$600M	\$15B (Potential)
Current Challenges	95% filler, high production cost, low nutritional value	High first mile cost, waste traceability	Cost, traceability & quality of organic matter
Our USP	10% filler, 60% lesser cost, 10x nutritional value	Zero first mile cost, traceable source	Decentralized, single source traceable organic matter
			To be launched Reference

Biogas & Carbon Credit will be integrated in next phases.

Go to Market Strategy

We plan to utilize the existing market infrastructure for distribution & sales

B2B Integration

Existing Input
Companies

Distributor & Retailers

Village level
entrepreneurs

On Ground Marketing

Leader Farmer demos

Farmer Network
Creation

Experience Centers

Product Certifications

Control Product Trials

Institutions &
Organizations

Partner Research &
Product Development

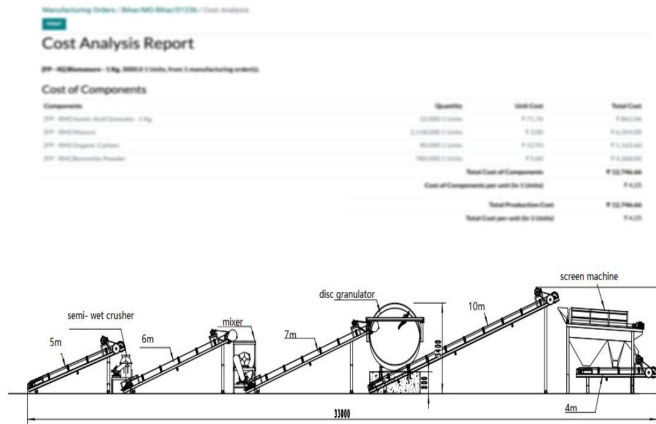
Pipeline - Leveraging Decentralization, Tech & Regional Data

Customized Fertilization Solutions, as per local soil type & crop pattern



Real Time Local Soil Monitoring

- Soil parameter sensors for tracking real time status of soil health regionally
- China Imported for trial. In house production currently going



Scalable Quality Control Systems

- Creating a real-time quality control playbook for all decentralized production units.
- Hub & spoke model with customized ERP and product concentrates



Customized Fertilization Solutions

- Customized fertilizer solutions as per soil type and local crop pattern
- Starting with Organic & bio fertilizers & expanding to organic mineral category for one stop solution

Capital Requirement

We are raising 12 Crores to reach 80 crores ARR in 2 years

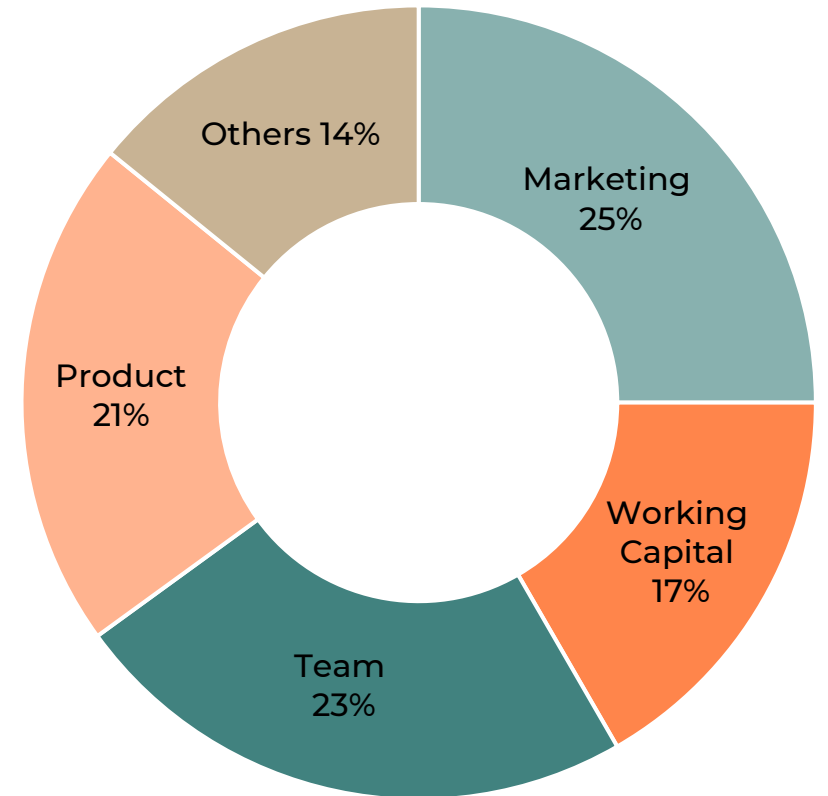


Milestone

- 80 crores ARR

Last Rounds

- May'25 - 2.5 crores
- Jun'23 - 1.5 crores
- Last Valuation - 25 crores (post)
- Investors - Climate Angels, Pantnagar Capital, Individual angels, Friends & family



We want **Every Indian** village to
produce their **own Gas, own Electricity**
& **own Fertilizers**

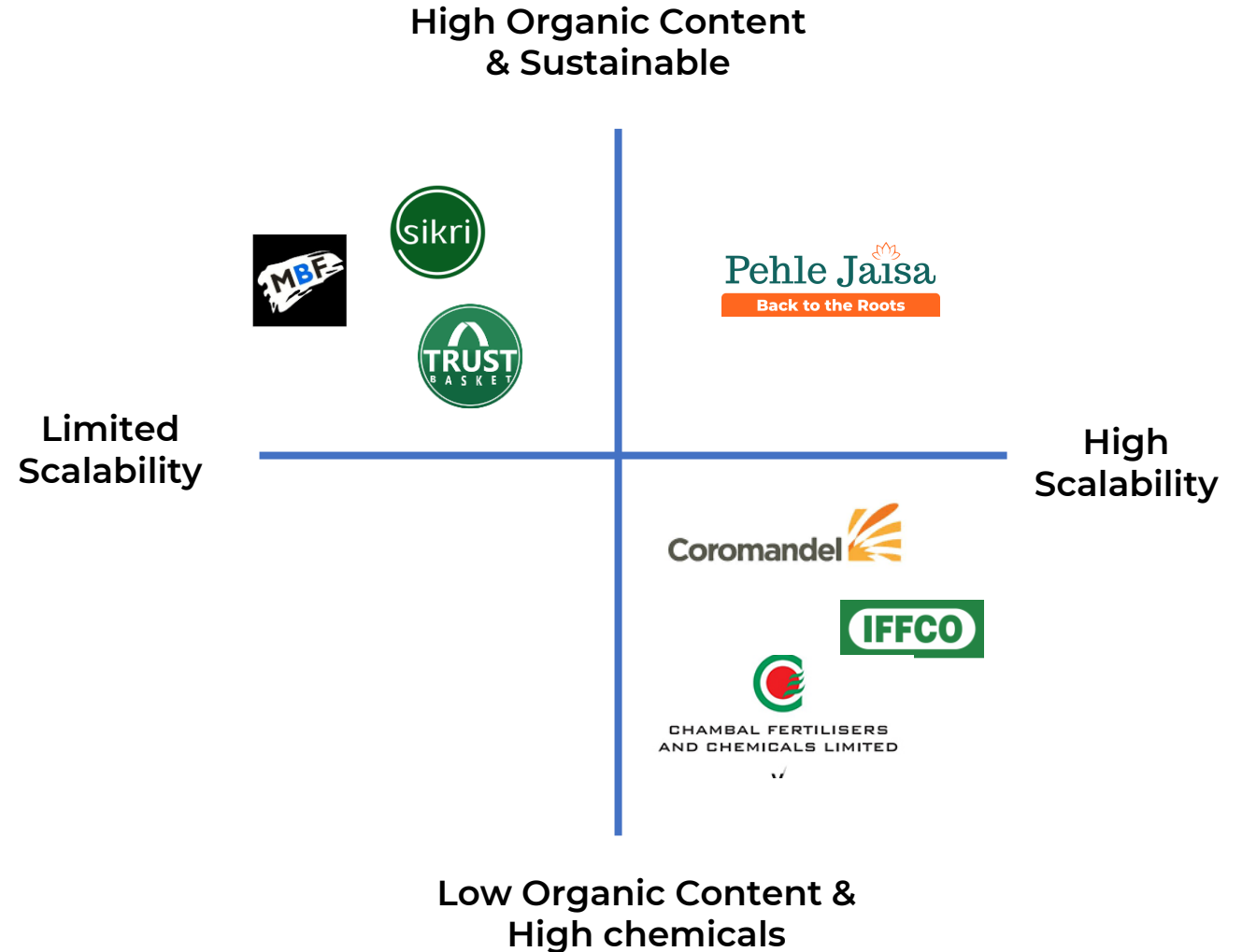
Just like it used to be. **Pehle Jaisa**

APPENDIX

Advantages against competitors

Source Level Asset light manufacturing & Strong & Experienced Team

- **Against Incumbents**
 - Decentralized model, zero first mile ,customized solutions
 - Prospective partnerships as their product suppliers
- **Against Organic Producers (Self owned)**
 - Asset light integration, high scalability
- **Against similar models/upcoming companies**
 - First mover advantage
 - Robust team experience
 - Large market size



Competitive Landscape

Source Level Asset light manufacturing & Strong & Experienced Team

	IFFCO	Coromandal	Sikri Farms	Trustbasket	Pehle Jaisa
Decentralised	No	No	No	No	Yes
Organic Content (no)	Low	Low	High	High	High
Traceable	No	No	No	No	Yes
Customizable	No	No	No	No	Yes
Asset-Light	High	High	Low	Low	High

Awards & Recognition

Recognized by ICAR, IIMA Ventures, iAwadh-IIT Ropar & Startup Maharathi

- Selected among the **Top 17 agri-tech startups** in the Agri Udaan 7.0 cohort, **ICAR's Accelerator Programme**.
- Awarded a **grant of ₹10 lakhs** by iAwadh (IIT Ropar) in recognition of innovation and impact.
- Chosen as one of the **Top 10 agri-tech startups** in the **IIMA Ventures** and Kotak Bizlab Bootcamp.
- Secured a grant of **₹15 lakhs** by IIMA Ventures (sponsored by Kotak Bizlab)
- Recognized among the **Top 5 agri-tech startups** in the Startup Maharathi Challenge at **Startup Mahakumbh**.
- Secured a **grant of ₹5 lakhs** through the Startup Maharathi Challenge for excellence in agri-tech sector.



Journey till now

Positive product traction with manufacturing integration for scale

Feb'23
Founded

- Abhishek Goyal (Founder-Tracxn)
- Anshul Rai (Founder – Happay)
- Moin Afaque (Deputy DGFT)
- Abhishek Mishra (Arkam Ventures)

May'23
Angel Round (1.5 cr)

June'23:
First Plant Setup

- In-house Plant in Nalanda,
- Aerobic composting
- Capacity – 500 ton/year

Kharif'23 & Rabi'23:
Fertilizer Launch & validation

- Sales - 25 lacs (Kharif'23)
- Sales - 50 lacs (Rabi'23)
- Retailer Retention – 90% +

Feb'24
First asset light integration

- Poultry Farmer in Samastipur (Bihar)
- Capacity – 500 tons/year

Kharif'24 & Rabi'24
Category Expansion

- 2 products in Bio-Stimulant category
- 1 in Organic Fertilizer
- Sales – 94 lacs (Kharif'24)
- Sales – 1.4 crores (Rabi'24)

Impact

Animal Waste Processing fuels clean energy, fertile farms and a healthier India



Improved Soil Fertility

Restoring diminishing Organic Content in India's soil



Reduced GHG Emissions

Contributing to cleaner environment and global warming reduction



Increased Profits for Waste Centers

Increasing profits for animal husbandry farmers by upto 50%



Lower Gas & Fertilizer Imports

Self sufficiency in India's natural gas and fertilizer utilization



Our Products

We offer products for agriculture and home gardening



FOR FARMERS



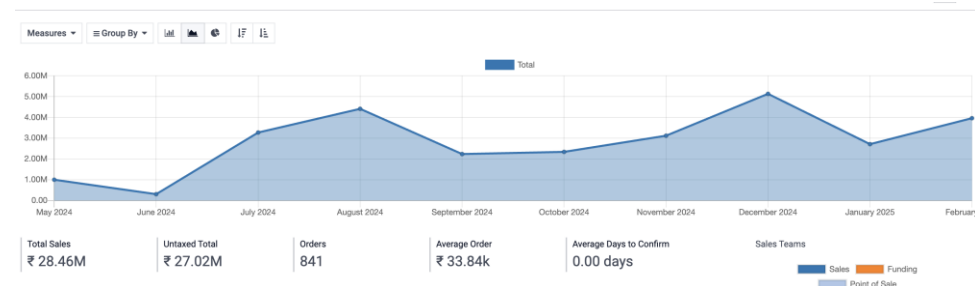
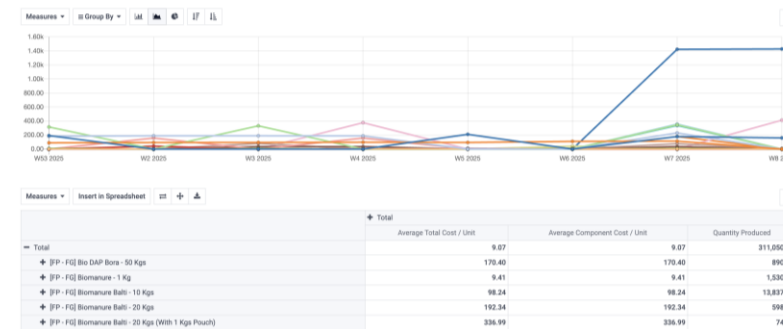
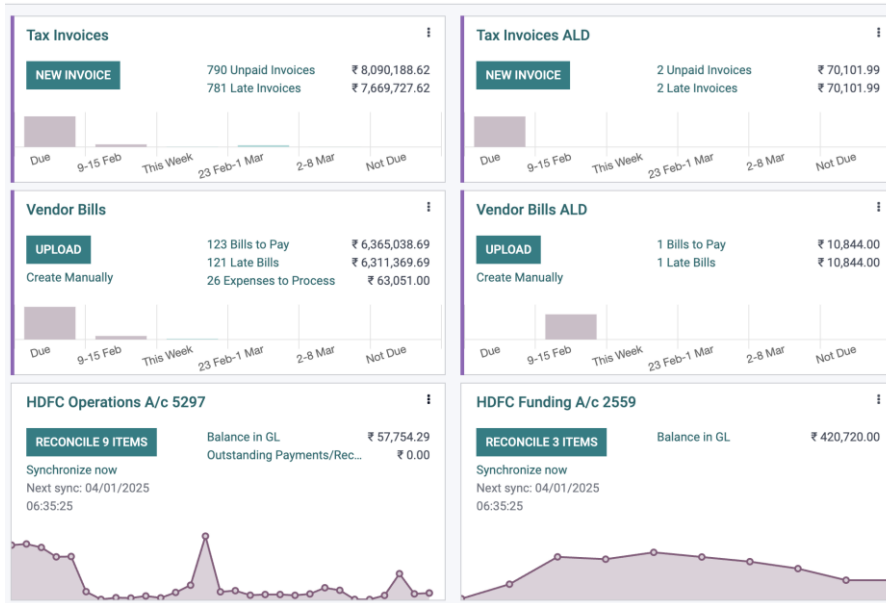
FOR HOME GARDENS (Amazon & Meesho)

Tech Integration & Pipeline

Creating playbook for real time quality control over all production units

Customized ERP Implementation (ongoing)

- Real time accounting (Invoicing, Stock movements, Delivery, PnL tracking)
- Batch manufacturing, inventory tracking & real time cost analysis
- Auto tax filings & valuations



Tech Integration & Pipeline

Leveraging IoT and custom ERP for process automation & carbon credit accounting

IIOT Implementation (in pipeline)

- Real-time edge validation of critical parameters (e.g., ammonia, CO₂, temp, humidity etc) using decentralized IIOT data collection and proprietary AI models for accuracy and efficiency
- Customized algorithms for production planning, tailored to regional soil conditions, carrier nutrition, and processing capacity
- AI-driven network planning and logistics optimization using machine learning.
- Automated Carbon Accounting & Sustainability Impact Prediction - Enable real-time carbon credit monitoring, automated accounting, and on-ground impact prediction, ensuring transparency and maximizing sustainability benefits.

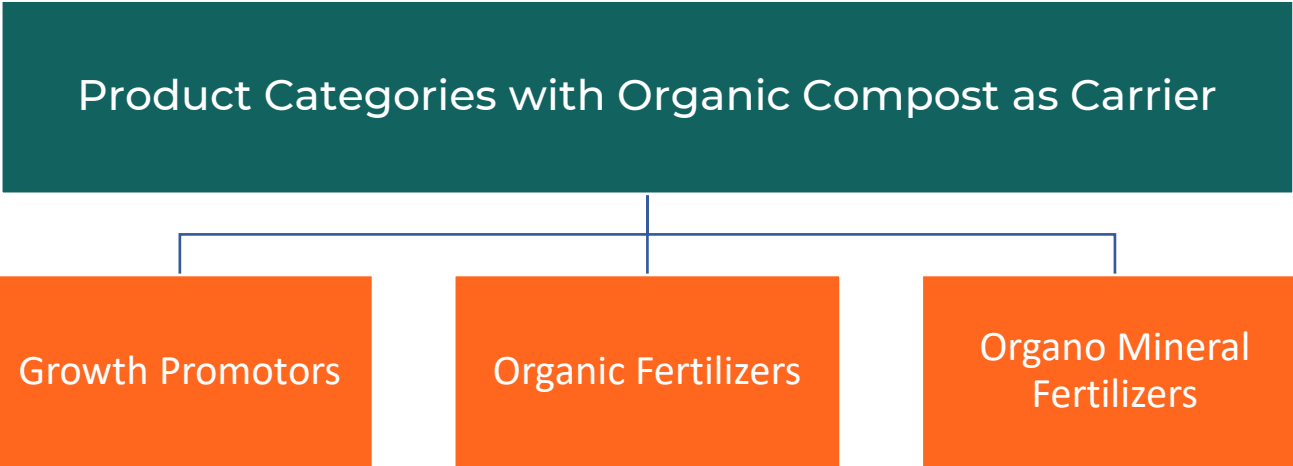
Primary Ingredient (Poultry Compost) meets FCO guidelines

	Tested Values	Theoretical	FCO Required Specs
Total Nitrogen (as N) (%)	0.6-2.5	3.6-5.3	>0.5
Total Phosphate (as P ₂ O ₅) (%)	0.72-3.5	1.5-2.9	>0.5
Total Potash (as K ₂ O) (%)	0.66-2.4	2.5-2.9	>0.5
Total Organic Carbon	14.5-18	15-20	>14
C:N Ratio	6-17	6-12	<20
Ca (%)		0.8-1.5	
Mg (%)		0.4-0.56	
Fe/Zn/Cu/Mn (ppm)		80-1500	

[Lab Reports](#)

[Source](#)

[FCO Analysis Report](#)



Competition - Bio Stimulants

Market Size

\$500M

Products Available in Market



[emPower \(SPIC\)](#)



[Sagarika \(IFFCO\)](#)



[Humicil \(Corteva\)](#)



[MBF India Product Range](#)



OUR USP

- Replacing carrier material Bentonite (90-98%) with Poultry Compost.
- NPK >1.5% with 15% Organic Carbon, in addition to growth promoters
- Contains all 13 essential plant nutrients
- Lower Production Cost

OUR Traction

- 1.5 crores revenue (750 MT), 350 MT in Kharif'24
- 12 distributors, 100+ Retailers
- 50% GM, 26% contribution margin
- Projected 500 MT in Rabi'24

Competition - Organic Fertilizers

Market Size

\$600M

Products Available in Market (India)



[Godavari Range](#) (Coromandel)



[PROM & Compost](#) (SPIC)



[Amruth Organic Fertilizers](#)

Products Available in Market (Outside India)



[5-4-3](#) (Kreher Farms)



[4-4-4](#) (Hello Nature)



[4-3-2](#) (Stutzman)



[3-2-2](#) (Stutzman)



[Fertilisol](#) (4-3-3)

OUR USP & Traction

- Decentralized asset light production (lower production cost)
- Launched first product – PROM in Kharif'24
- Sold 50 MT (INR 8 lacs), GM – 50%
- Projected 200 MT sale in Rabi'24

Organo Mineral

Potential Market Size

\$12 B

Description

- Co-formulation of inorganic fertilizers and organic nutrients.
- Combine the positive properties of both mineral and organic fertilizers
- Fixes the nutrient imbalance in organic feedstocks
- Fixes the soil organic content and fertility due to overuse of chemicals

Products Available in Market

ICL recently launched in India. Yara launched Nature outside India.



[Nature 8-3-3](#) (Yara)



[10-4-5](#) (ICL)



[16-3-6](#) (ICL)



[10-5-12](#) (Hello Nature)



[12-4-6](#) (Compo Expert)

Problems of OMF

[Reference](#)

- Traceability of organic matter
- Supply & quality of organic matter
- Procurement/first mile costs
- Contaminations

Opportunities

- Tech around traceability and quality control
- Monitoring using IOT/AI
- Customised solutions as per crop and soil type
- Carbon credit

Expansion Levers

Quality Control

Customized ERP Implementation (for tracking)

IOT Integration (for verification)

Regular Audits (for validation)

Product Concentrates (product standardization)

Raw Material Standardisation

Single and traceable Source of organic waste

Decentralized Production

Standard Composting Processes

Bio Gas Integration

Supply Chain

Hub & Spoke

District/Region wise Hubs

Conc. Manufacturing at Hubs

Centralized Labs/QC at major hubs