

# COWS - GO - TO - THE - CLOUD



## Founder's Story

The journey started back in 2010, when an acquaintance of the founder was setting up an organic farm, what initially started as building a bulk milk chiller and monitoring 15-20 cows slowly shifted focus to building an all-inclusive tech platform for dairy to make a difference to the farmer communities.

The how resulted in - **Stellapps** – platform enabling *Digitization of the Agri - dairy supply chain* in 2011 incubated at IIT Madras based out of Bangalore with a primary focus on data acquisition and machine learning.

Stellapps digitises & optimises milk production, milk procurement & cold chain management through IoT solution, which helps dairy farmers and cooperatives maximise profits while minimising effort.

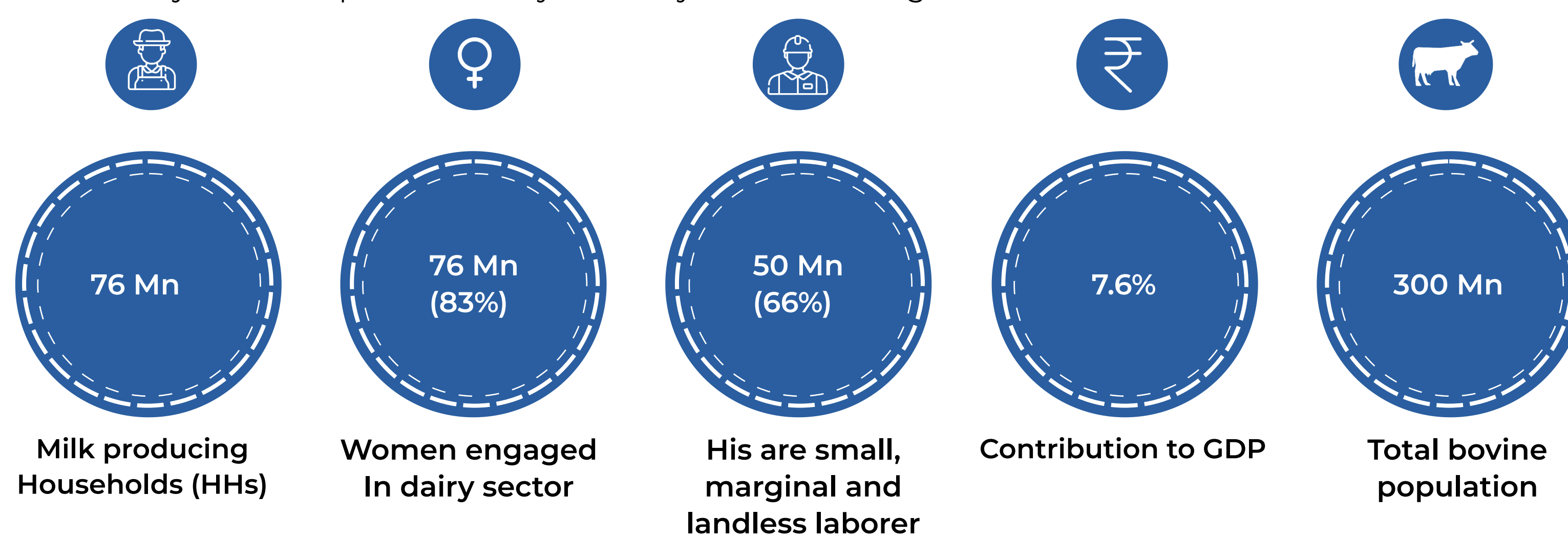


## Addressing the Gap

### DAIRY – THE WHITE-WATER INDUSTRY

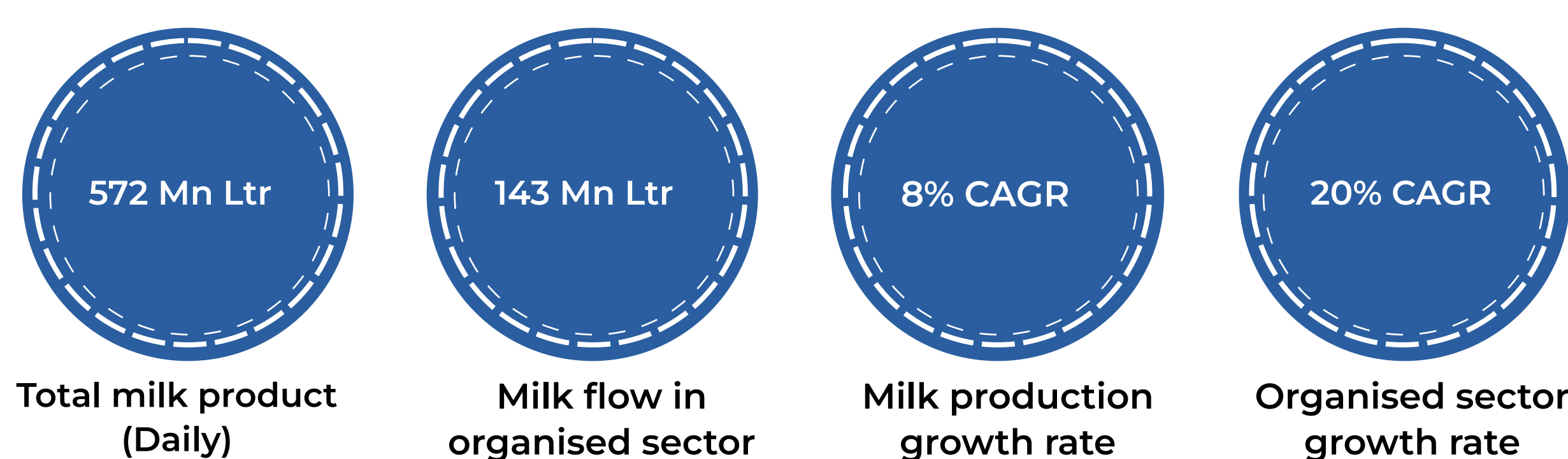
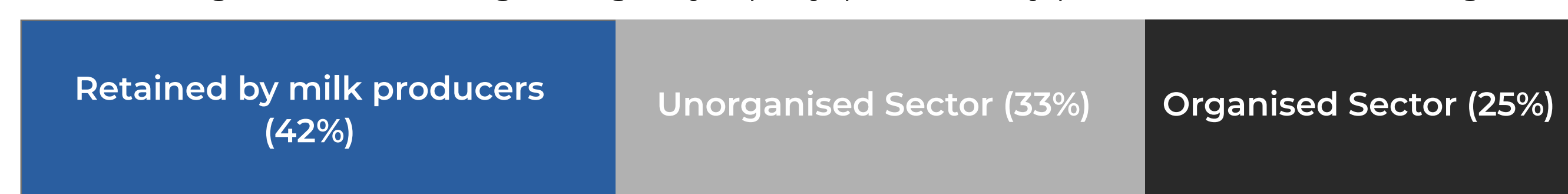
#### Indian Dairy overview: 76 million milk producing households

Dairy in India is predominantly driven by small and marginal laborers



#### Dairy in India is still largely unorganised

However organised sector is growing very rapidly, private dairy processors will drive the growth



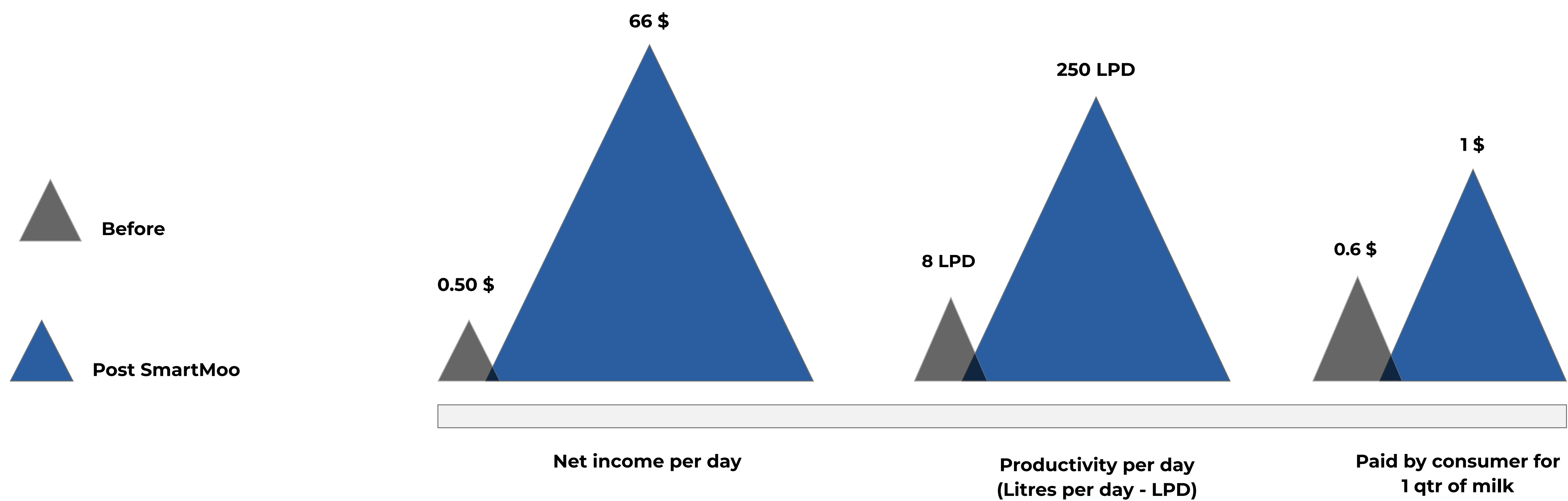
Source: Stellapps



Meet Geeta who earns 0.50 USD per day with her 2 cattles with no access to banking services and farm services & barely managing a household of 4. There are 50 million such Geeta's in India!

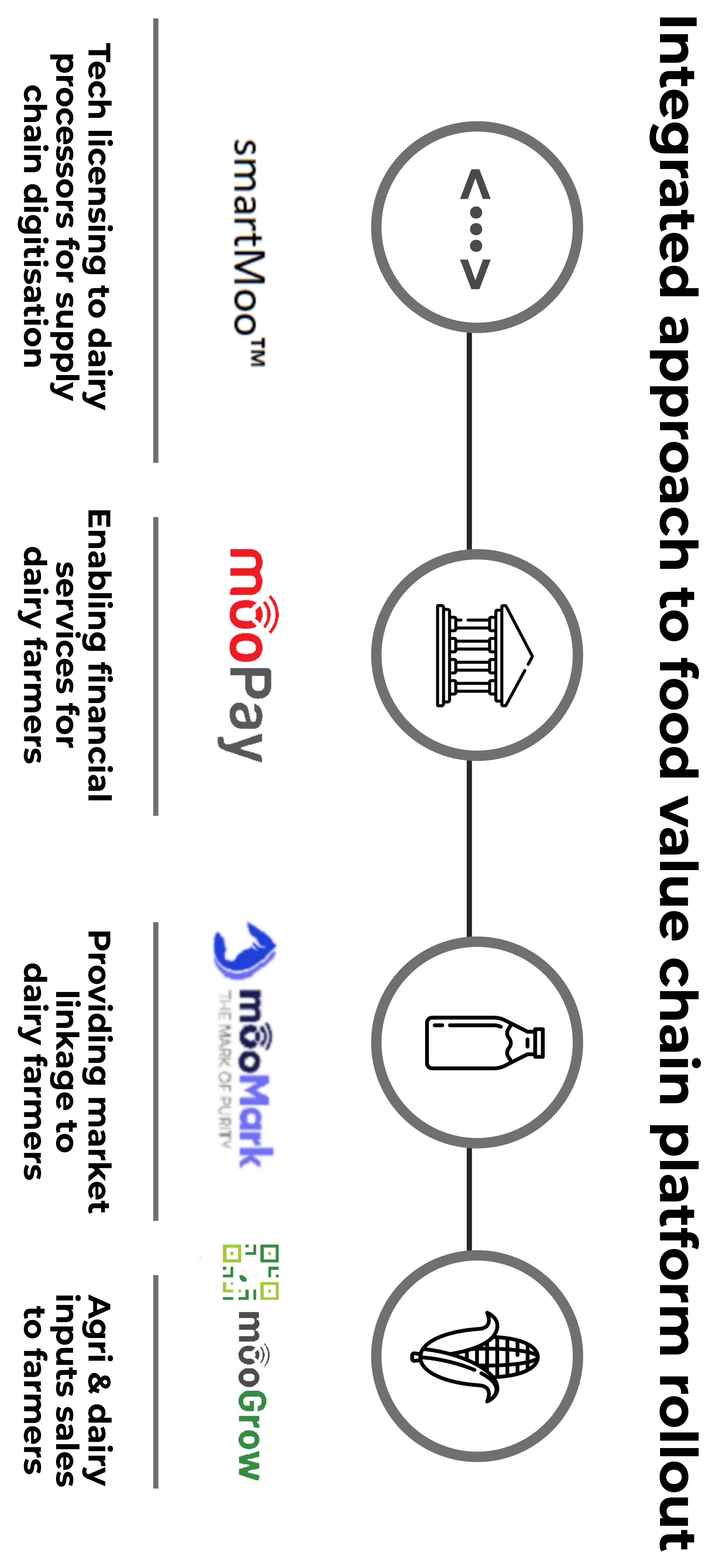


### How access to technology improved Geeta's life -



## Business Model

<p>- Full Stack IoT solution to assist dairy farmers &amp; cooperatives maximise profits &amp; minimise effort</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; background-color: #0056b3; color: white; text-align: center;">Sample milk is tested in milk analyser for quality</div> <div style="border: 1px solid black; padding: 5px; background-color: #0056b3; color: white; text-align: center;">Post the milk quality, milk is poured into the can for weighing</div> <div style="border: 1px solid black; padding: 5px; background-color: #0056b3; color: white; text-align: center;">Contract ensures chilling maintained at milk collection centres to below 4 degrees</div> <div style="border: 1px solid black; padding: 5px; background-color: #0056b3; color: white; text-align: center;">Direct payments from the dairy to the farmers in 10-15 days pay cycle</div> </div> <p><b>Started - 2014      Deployments - 38K+      Registered farmers - 3Mn</b></p>
<p>- Innovative financial services made accessible to rural population through a digital farmer payment gateway</p> <p>- Stellapps has applied for an NBFC licence to facilitate the financial support to farmers. Currently provides sachet loans / cattle loans / farm improvement loans (INR 5-50K) &amp; cattle insurance</p> <p>- Stellapps developed a score 'Mooscore' to assess credit underwriting of farmers.</p> <p><b>Started - 2020      Retail points - 750+      Registered farmers - 15K</b></p> <p><b>Milk Procurement - 75K LPD</b></p>
<p>- Ensures procurement of high-quality milk. The company proactively intervenes to derive additional benefits of productivity &amp; quality</p> <p>- Provides advisory on several aspects including feed &amp; fodder, general health, right time for artificial insemination</p> <p>- SmartFarms App enables the registered farmer to place orders for dairy inputs &amp; cattle fodder or even avail a loan</p> <p><b>Started - 2019      Monthly farmer payment - 1.25Mn USD+      Registered farmers - 25K</b></p> <p><b>Milk Procurement - 75K LPD      No. of loans PM - 500+</b></p>
<p>- Agri &amp; dairy inputs sales to the farmers</p> <p>- Products include cattle nutrition supplements, fodder, food supplements</p> <p><b>Started - 2021      Centres - 300      Farmers purchasing products - 1500</b></p>



Source- Stellapps



## Benefits to Stakeholders

Financial Partner	Dairy Farmers	Dairy Processors
<b>Large access</b> to 2+ Mn small holder farmers across 34k villages under one platform	<b>Instant digital payments</b> for milk pouring in bank account, building digital income history leading to improved access to basic saving & personal finance management	<b>Reduced cash management</b> replacing the risky, complex & expensive task of managing cash distribution
<b>PAN India presence</b> : 17+ states	<b>Banking services</b> available by onboarding collection centre	<b>Automated reconciliation</b> to facilitate payments effectively
<b>Real time monitoring</b> of financed assets through existing IoT data	<b>Digital ecosystem</b> enabling them to pay EMI from their milk payments	<b>Automated digital payments</b>
<b>Physical presence on ground</b> : multiple touch points with the farmers	<b>Access to credit products</b> : sachet loan, cattle loan, milk receivable financing	<b>Digital ecosystem</b> from milk procurement to final payment improving productivity, quality & traceability of milk.
<b>Digital payments &amp; collection</b>	<b>Value Added Services</b> – mobile & DTH charges, bill payments	<b>Increased farmer loyalty</b>

## Impact Story



Impact Area	Impact	Description
Productivity	39% increase	Increase yield, improved AI efficiency
Farmers profitability	500% increase	Improved production, productivity & quality
Market realisation	160% increase	Improved milk quality & traceability
Gender equality	74%	Registered farmers
Financial inclusion (Lending rates)	66% decrease	Alternative credit score for farmers based on milk pouring & access to formal credit
Financial inclusion (Farmers lending)	500 disbursal per month	Cattle loan & sachet loan for farmers
Energy consumption	25% decrease	Better cold chain management
Carbon emission	60% decrease	Increase productivity

## Vivriti's engagement with Stellapps

Vivriti has partnered with Stellapps in its journey to help digitise the dairy supply chain and create an impact story that supports farmer's profitability with improved productivity & quality. Eliminating middlemen, enhancing farmer's financial health and deploying tech to benefit key stakeholders in the process has been the focus of this engagement.

Vivriti is the only lender to Moomark. As this is organically a volume driven sector, we have engaged to help build 5 new clusters and witnessed the company growing significantly in the last 15 months closing with revenues of INR 500 million last year.

Better and increased access to finance has strengthened the loyalty of the farmer aiding community growth. As 70% of the dairy farmers associated with are women, digitising the flow and enabling direct payment has supported and uplifted their financial stability.

### **In the words of Mr. Ranjith Mukundan, CEO & Co-founder | Stellapps**

It has been a pleasure interacting with the Vivriti team. They quickly understood our business model and were able to stitch together the right solution that met our business requirements. The team has been very responsive, providing access to the key decision makers for a quick turnaround. It was also heartening to know that while they were able to service our immediate needs, they were equally keen on establishing a long-term business partnership. We look forward to a long-standing partnership.