



# Nirman Agri Genetics Limited

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**October 18, 2023**

To,  
Listing Department,  
**National Stock Exchange Limited**  
Exchange Plaza, C-1, Block-G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai-400 051

**Scrip Code – NIRMAN**

Dear Sir/Mam,

**Sub.: Investor Presentation**

**Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing regulations"), we are attaching herewith the Investors Presentation.

The above information will also be made available on the website of the Company i.e., [www.nirmanagrigen.com](http://www.nirmanagrigen.com)

Kindly take the same on your record.

Thanking you,

Yours faithfully,

**For Nirman Agri Genetics Limited**

**Pranav Kailas Bagal**

**Managing Director**

**DIN: 08839908**



# INVESTOR PRESENTATION

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Nirman Agri Genetics Limited

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## *Disclaimer*

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We are one of the organized Agri-Input Company in India engaged in the business of production, processing and marketing of high-quality hybrid seeds, Pesticides, Bio-organic for different crops like corn, sunflower, cotton, paddy, grain sorghum, etc. and have recently forayed into micronutrients and bio products. We also produce non-hybrid seeds, primarily for paddy. We have attained over four years of experience in this seed business through our Company and Proprietary concern of our Promoter and are working towards our objective of developing seeds having superior yield potential, drought tolerance, tolerance to pests and diseases etc . Our focus is to become a leading crop solutions provider to the farmer by supplying high yielding hybrid seeds and crop management through micronutrients, bio products etc. For achieving this, we are engaging in research and development efforts in the areas of superior breeding programs and biotechnology tools that will enable us to develop highly effective and differentiated hybrid seeds, micronutrients and bio products.

## OUR PRODUCTS

We have withstood the pressures of competition and continue to serve quality seeds to Indian farmers. On account of last few years standing and our efforts, farmers recognize our brand “Nirman Agri Genetics Ltd” because of its quality.

Our product portfolio has variety and gives us a natural hedge against dependence on any particular crop(s). However, there is untapped market potential presented by various other crops. We have been identifying such crops from time to time and trying to gain a foothold in the markets where we believe that we have a significant opportunity to expand. For example, we have recently forayed into development of some new hybrids in vegetables as well as pesticides and fertilizers.



- EMPOWERING AGRICULTURE - EMPOWERING FARMER



***1. To Bring An Overall Qualitative Improvement In Farmer's Life.***

The most effective way to improve the lives of millions farmers is to support agriculture. Most of the world's poor are farmers, and those who are not spend much of their income on food. Transforming a agriculture sector can create jobs, raise incomes, reduce malnutrition, and kick-start the economy for farmers on a path to middle-income growth. In fact, almost every industrialized nation began its economic ascent with an agricultural transformation. The drivers of agricultural transformation are multidimensional, interrelated, and change over time, but they can be organized into categories to provide a better opportunity for pragmatic diagnostics and decision making for farmers. Successful agricultural transformations have focused on the farming household, providing opportunities for farmers to earn a better income.



## *2. Providing Finance system and to create one stop solution to the needs.*

The accelerating pace of climate change, population growth and changing dietary preferences, global pandemic, and conflicts have threatened food security and the development of agri-food sector. Smaller investments are also needed for farmers and agriculture micro, small and medium enterprises to increase their productivity while reducing environment impact and taking into account climate risks. Banks, microfinance institutions, and institutional investors have traditionally been providing very limited resources for the sectors. Agriculture loans and investments portfolios currently are disproportionately low compared to the agriculture sector's share of GDP.

We are planning to provide solutions for agriculture lenders to access to long term finance, to digitize and green their services, and to manage agriculture risks, and grow agriculture asset classes. We also provide technical assistance to reform and build capacity of public financial institutions and leverage Fintechs and digital platforms to advance agriculture finance.







### *3. To help farmers to achieve better margin by partnering with MNC's*

A large number of farmers, who have organised themselves into the Farmer Producer Companies (FPO), are keen to do business with MNCs, and benefit from the higher investment capacity of foreign players, and their knowledge. Farmers also think that foreign players, who know the demand of consumers from developed countries, can help them upgrade their skills to match those requirements, if they are made to invest at the back-end.

This will help farmers with easy access to seeds, equipment, and methods. The farmer benefits from improved quality and yield while reducing production costs and hassles. Since the middlemen are out of the equation, the farmer gets a better deal for their produce. That translates into higher profitability. With financial and technical assistance available, small farming can stay competitive and contribute to global food security. Plus, they can skip loans with hefty interest rates and stringent conditions. The arrangement significantly reduces the financial risk for farmers.

#### *4. Providing free of cost consultation to farmers for better production.*

Although farming may seem like a static business the market dynamics keep changing regularly. What a consultant is supposed to do is provide his extensive knowledge and experience in the particular field to help navigate the business problems successfully. Agriculture consultant recommendations are made based on market trends now and for the future. Using the insights derived by the agriculture consultant can help the farmers get an edge over thier competitors.

The goal is to create the most affordable and farmer-friendly agriculture consulting for farmers in India. We aim to provide top class agro-consulting servicewith the help of a diverse team of scientists, operations, and technology specialists.This will help farmers for better returns on farming investments.



## Benefits:

This will help farmers in generating a permanent source of income for every farmer.

1

It also generates employment opportunities in rural areas, farmers are getting paid for working on the field and for many other agricultural works. .

2

It reduces the load on central and state-level occupation systems.

3

It helps to bring the market focus of crop selection by Indian farmers.

4

It introduces new technology and also enables farmers to learn new skills.

5

Farmers' price risk is often reduced as many contracts specify prices in advance.

6

It can open up new markets which would otherwise be unavailable to small farmers.

7





## *Delivering on our* **STRATEGY**

Building a business that's oriented for success requires forward momentum. Key drivers for growth start with honing our internal efficiency and effectiveness while establishing the brand reputation and integrity. We have perfected both, it becomes possible to direct core competencies toward new applications and markets.

From a business perspective, expansion makes sense. If the market demand is there, growing from one location to two increases the consumer reach and builds the brand name while driving revenue streams. Going from two to four, four to eight, and so on multiplies those factors further.

Below are three examples of why you may decide to enter a foreign market:

1. Getting into a new market is a significant step in leveling the competition.
2. To satisfy the growing needs of existing customers.
3. Expanding into a new market allows to connect with new target audiences who may also be interested in the related products or services. With more customers comes more sales and, ultimately, more profits.





### ***1. VENTURING INTO HIGHVALUE SEGMENTS***

We are already a volumes player, and we intend moving up the value chain in each of the crops being serviced by us, while retaining our hold on the volumes segment. We have already made progress in moving up the value chain in development of high yielding hybrids in corn, sunflower, cotton and paddy. Through continuing R&D efforts and further market penetration, our strategy is to ensure that we continue moving up the value chain through new and improved products which we hope will lead to better and higher margins and realizations.

### ***2. VENTURING INTO NEW CROPS***

Our product portfolio has variety and gives us a natural hedge against dependence on any particular crop(s). However, there is untapped market potential presented by various other crops. We have been identifying such crops from time to time and try to gain a foothold in the markets where we believe that we have a significant opportunity to expand. For example, we have recently forayed into development of some new hybrids in vegetables as well as pesticides and fertilizers.

### ***3. EXPANSION INTO NEW GEOGRAPHIES***

Our strategy is to expand our reach both for our existing and proposed products in these areas. One of the objects for this Issue is to create infrastructure for our proposed expansion into different parts of Indian markets, which we believe presents significant growth potential for us.





1

***BREAKING BIGGEST BARRIERS BY HELPING  
FARMER IN THEIR AGRICULTURAL NEEDS***

2

***END-TO-END REACH BY NIRMAN' WITH  
THE FARMERS.***

3

***BREAKING THE CHAIN OF WHOLESALER,  
DEALER, RETAILER & APMC MARKETS***

## 01. Product Expansion stays on peak.





*- Nirman Agri Genetics Limited is launching new Division of Pesticides with a wide range of 48 products which helps to protect crop.*

It will help company to expand in Pan India because of wide range of products, simultaneously it will increase company's topline and bottomline too. It will also help the company markets

*- Nirman Agri Genetics Limited ordered Automated Machinery setup of 2 Cr.*

Nirman Agri Genetics Limited is seeing incremental growth and demand in the future and is therefore now expanding its manufacturing and processing facilities to be able to accommodate that growth. In line with that, the company has ordered automated machinery setup of Rs. 2,00,00,000 (Inclusive of Taxes). This new expansion will boost the manufacturing and processing capacity extensively and lead to sequential topline and bottom line growth.

*- Nirman Agri Genetics Limited executed Land Agreement of 102 Acres in Maharashtra.*

Company has newly executed Land Agreement of 102 Acres in various districts of Maharashtra for enhancing R&D Activities as well as production Activities which will help company to maximize production of quality seeds and launch of new varieties. This will enable company to achieve higher revenue and profitability.

*- Nirman Agri Genetics Limited executed Land Agreement of 200 Acres in Maharashtra.*

Nirman Agri Genetics Limited in continuation of previously 102 acres Land Agreement, Company has newly executed Land Agreement of 200 Acres in Maharashtra. Therefore, a total of 300 Acres of land aggregation by company for enhancing production activities which will help the company to maximize the production of quality seeds. This will enable the company to achieve higher revenue and profitability.



## 02. Bringing the Growth & Future Together.



***- Nirman Agri Genetics Limited signed MOU with Agrocare Green Crop Science for 100% Stake***

Nirman Agri Genetics Limited ("the Company"), has signed the memorandum of understanding ("MOU") with Agrocare Green Crop Science (Agrocare Green Crop Science) for acquisition of 100 % stake of Agrocare Green Crop Science. / Agrocare Green Crop Science is engaged in the business of Production, Processing and Packaging of Chemical Pesticides and Seeds. The acquisition of this business will help us to manufacture all pesticide division in house which will enhance company's margin ratio. Target entity recently entered into an agreement with **United Phosphorus Limited (UPL)** which will benefit the company in multiple ways.

***- Nirman Agri Genetics Limited signed MOU with Toshan Seeds Pvt Ltd***

Company has entered in MOU with Toshan seeds private limited. This partnership will help to boost company's portfolio in different products and varieties which will help in expansion of new markets. The company conservatively estimates a minimum addition of 30 crore to the topline.

***- Government of Madhya Pradesh grants license for 47 Research varieties***

Madhya Pradesh Government has granted license to Nirman Agri Genetics Limited for 47 Research varieties which will help to penetrate new markets segments, this grant of license will benefit us in multiple ways.



मध्यप्रदेश शासन



***- Company signed an MOU with Indian Council of Agriculture Research.***

Nirman Agri Genetics Limited have signed memorandum of agreement with Indian Council of Agricultural Research (Government seed research institute) New Delhi for new technology licensing in vegetable seeds. Access to this technology helps in making seeds which produce good quality of disease resistant yields. This will expand the company portfolio and will also help to expand to new segment markets with incremental volumes. The Company has obtained License of ICAR-IARI Technology on August 23, 2023 for the period of 5 years..



### *- Successful Business Strategy led to gain more customers.*

This is a major advantage of business expansion, By adding new products or services to our existing ones by establishing a new branch for our business, this helped to boost our customer reach and gain more clients. This is the most effective way of achieving stable profit increases.



Our successful business strategy begins with formalizing a plan around three core elements:

- *Business objectives*
- *Target audience*
- *Strategic management*

1. Considering our organization's mission and vision statements.
2. Identifying company's core values.
3. Conducting a SWOT analysis.
4. Outlining the tactics to achieve goals.
5. Creating a plan for allocating resources to achieve the desired outcome.
6. Evaluating results for effectiveness.

THIS LED US TO ACHIEVE:

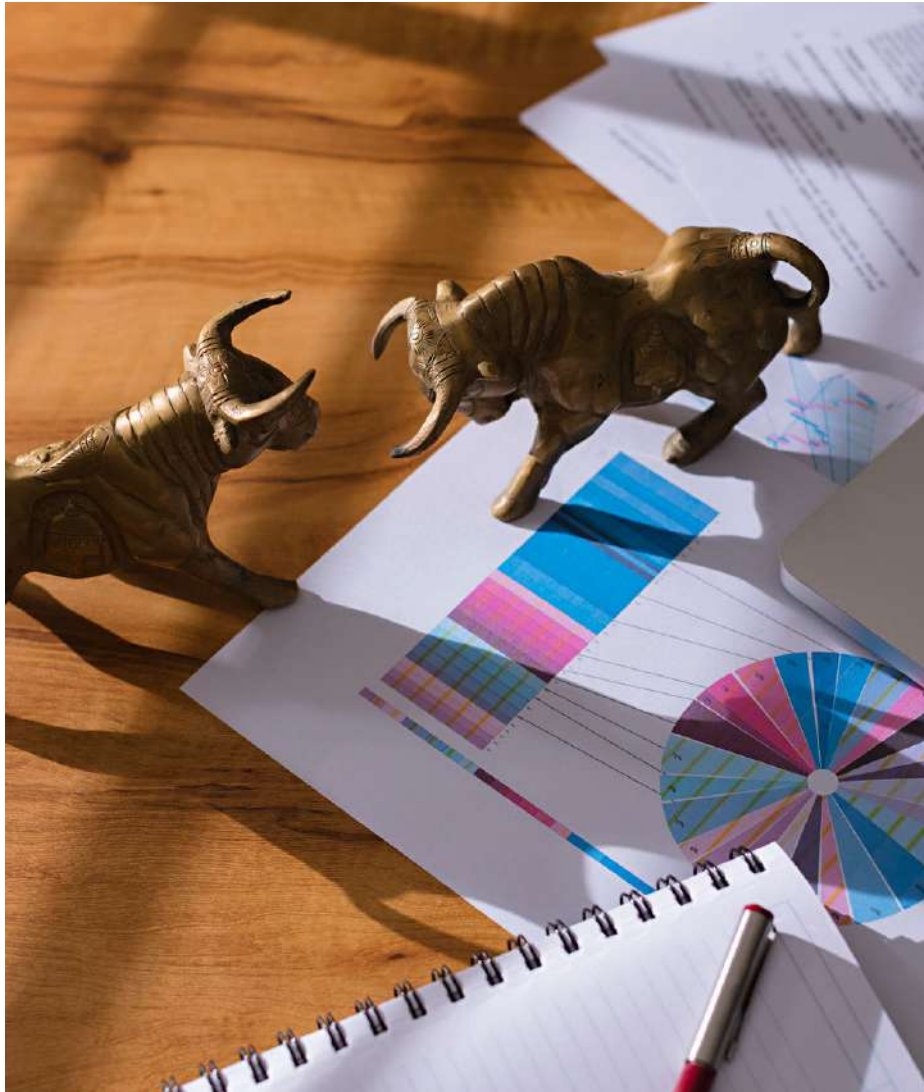
**- *Nirman Agri Genetics Limited received purchase order worth Rs 1.01 Cr.***

Company has received Purchase Order to supply Agricultural Seeds and Pesticides worth of Rs. 1.01 Cr from M/s Saptashrungi Krushi Seva Kendra on August 25, 2023.

**- *Nirman Agri Genetics Limited received purchase order worth Rs 38,95,000***

Company has received Purchase Order to supply Agricultural Seeds worth of Rs. 38,95,000/- from Shetkari Agro

### 03. Stock Market Updates



#### *- Promoter and MD purchased 10,800 Equity Shares.*

Mr. Pranav Kailas Bagal, Promoter and Managing Director of the company, has purchased 10,800 Equity Shares of the company on June 06, 2023 from the Open Market

#### *- Promoter and MD purchased 10,800 Equity Shares.*

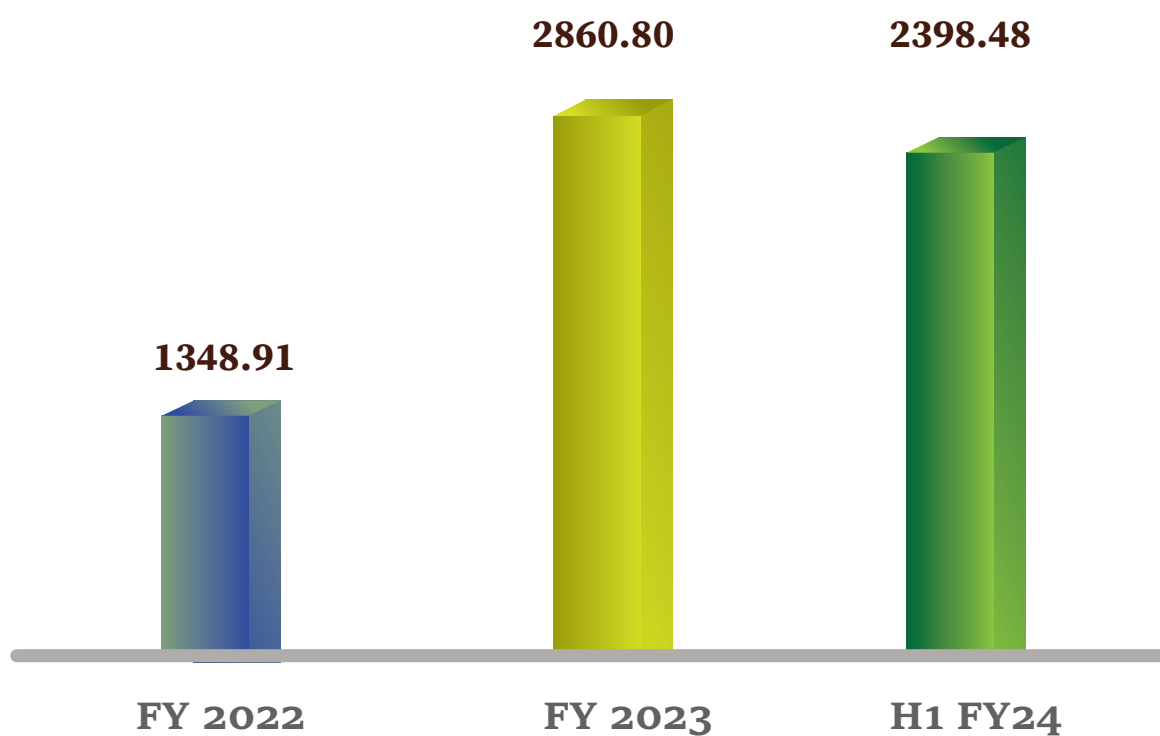
Mr. Pranav Kailas Bagal, Promoter and Managing Director of the company, has purchased 10,800 Equity Shares of the company on August 07, 2023 from the Open Market





	Last Financial Year	Current Half Yearly
<b>REVENUE</b>	<b>2860.80</b>	<b>2398.48</b>
<b>PAT</b>	<b>400.55</b>	<b>392.50</b>

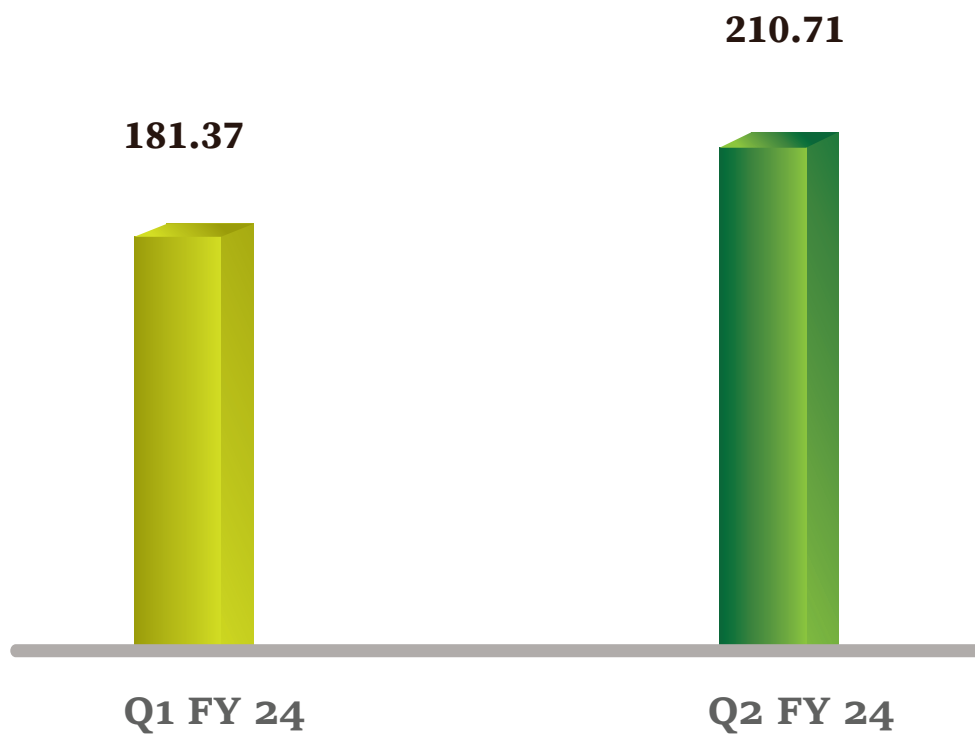
- Covered Last year PAT in the period of H1
- Expansion in new geographical regions
- With comparison to FY 23, we have achieved strong growth in Half Year of FY 24.



( All the figures represented in the graph are in Lakh)

- Significantly increase in revenue and PAT as compared to FY23
- Incremental growth shown in FY24 - Q1 & Q2, Revenue & PAT has been increased compared to last Financials of the company.
- Smart Business strategies and expansion in new geographies providing incremental growth by Y-o-Y comparison.

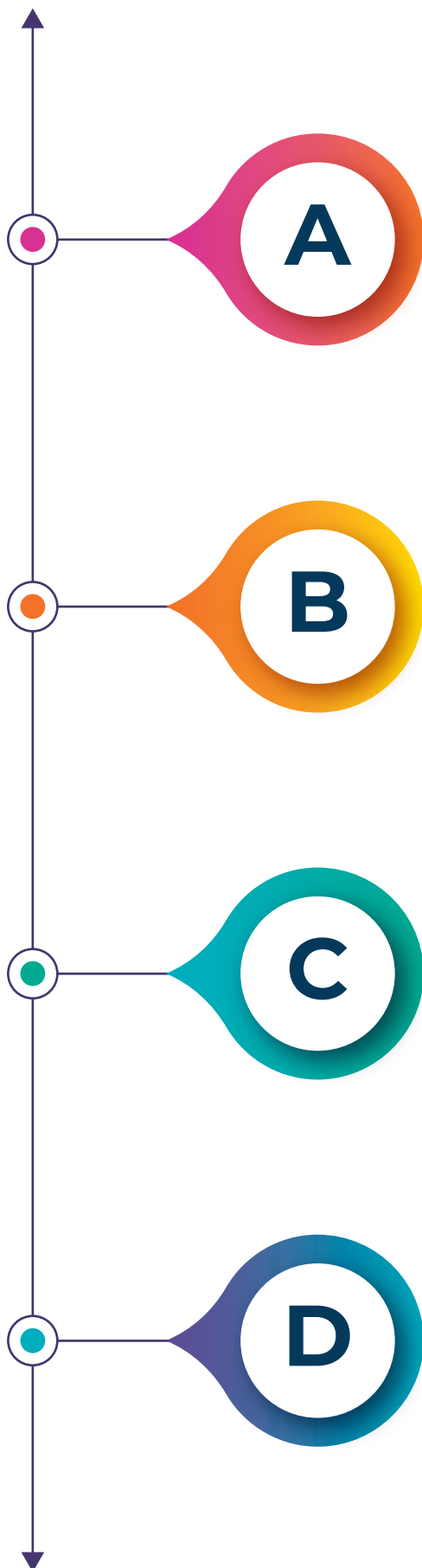




( All the figures represented in the graph are in Lakh)

- Strong growth has been achieved in each Quarter in FY 24.
- Compared to Q1 FY 24, Q2 FY 24 has achieved the Growth of 14% overall in PAT.
- H1(Q1+Q2) Growth in PAT has almost reached to PAT of FY 23 Results





### **SUSTAINABLE GROWTH**

Innovating and growing while also addressing all the agricultural needs, environmental and societal challenges that pose significant future risks to a farmer.

### **PRODUCT EVOLUTION**

Products evolution in terms of features, functionalities, quality, offerings, technology etc. over time to better serve its purpose and farmers needs.

### **MODERNIZE**

Innovative and modernized applications and solutions can improve the efficiency and effectiveness of day-to-day business operations, resulting in increased productivity and profitability.

### **OUR CULTURE**

It involves open communication, mutual respect, shared goals, and a commitment to employee growth and development.



## 1

## TO START A D2C BUSINESS MODEL



*Direct-to-Consumer is a business strategy where we can sell our products directly to consumers. No middlemen, just straight business!*

- DIRECT ACCESS TO CUSTOMERS AND THEIR DATA.

Direct contact with customers through each stage of the buying process — including post sales — allows the collection of their email addresses, location, social media profiles, purchasing preferences, etc. Learning consumer buying behaviors will help us to optimize existing products and, possibly, even create new product lines.

- GAIN HIGHER MARGINS.

We aim to achieve higher margins by eliminating the middlemen from the picture. A middleman selling their products means they only make profit on the markup from cost to gross sale. D2C allows to sell products at the same price as retailers, positively impacting their bottom line.

- STRONGER BRAND LOYALTY.

We can have more autonomy in terms of providing their customers with better service and support with D2C. We can exploit the connection with consumers to establish strong relationships and drive retention through targeted marketing campaigns.

2

## TO DEVELOP APP FOR FARMERS



### *A multitasking App for Smart Farmers for Smart Agriculture!*

- We aim to create a app that is a robust and flexible farm management solution that incorporates end-to-end solutions for data-driven decision-making for multiple farmers in the agri-ecosystem.
- Its real-time satellite- and weather-based advisory enables accurate output predictability for agribusinesses and other agricultural organizations while making businesses and farm operations exceedingly efficient.
- Keeping track of processes involved in pre-and post-harvest has never been easier, with Nirman's traceability capabilities powered by smart crop reports and insights for easy reporting on the go.
- By recommending a customized package of practices for each crop, we also aim to ensures sustainable farming for produce that is high in both quality and quantity, by using only the right inputs at the right time.
- One of the biggest ways in which this App can help Farmers is in improving thier lives is by reducing the exploitation that farmers face in the market due to lack of access to correct information on prices. As a result, they end up selling their produce at a loss, and their economic situation remains stagnant.

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*THANK YOU1*

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