

BioSol India Pvt.Ltd.

EXECUTIVE SUMMARY

Concept

Agriculture is a major activity in the state of Maharashtra and approximately 40% of population of Maharashtra is dependent on Agriculture. At least 1.10 lakh farmers in the state cultivate pomegranate which is one of the important fruit crop commercially grown in Maharashtra. The area of cultivation under this crop is 93,500 hectares with the production of 6,01,500 metric tonnes (MT). The state accounts for over 90% of pomegranate production in the country.

Pomegranate production has been suffering for the last seven years because of the “**Oily spot disease**”. The situation is worst in Maharashtra as 90% of the area under Pomegranate cultivation is affected by this dreadful disease. **The losses of Pomegranate cultivators in Maharashtra are estimated to be around Rs.1300 Crore.** In 2008, the Government of India had declared a **package of Rs.1000 crore** for the pomegranate cultivators as compensation and of the total package, farmers in the state were eligible to receive Rs 900 crore.

The scientific community has failed to control the disease & hence recommended the government to **stop fresh planting and go for a crop holiday for 10 years.**

After extensive research for 4 years, I have successfully developed a formulation to tackle this disease. We have conducted several field trials for last 2 years and results are encouraging. We now intend to commercialize the product.

News Articles

On 24 May 2008, The Business Standard reported that,

"The scientific community has to accept their defeat in controlling BBD as there is hardly any measure left to control it. The only way is to stop the fresh planting and go for a crop holiday for 10 years. Remove every infected plant and start afresh once the bacteria is removed completely,"

--- Dr.S V Hittalmani, Additional Director, Fruits and Floriculture, Department of horticulture, Government of Karnataka

Company Description

We, Shrikant Harne and Anupam Harne are the founders of this Company. The head office of company would be located at Hadapsar, Pune. Production plant location is MIDC Nandur , on Pune-Solapur Highway. Regional office will be located in district of Solapur. The company expects to move rapidly towards further growth and profitability.

Vision Statement

“To establish as a total solution provider in the area of Agriculture related Bacterial diseases and to emerge as a strong player in Organic fertilizer market in India”

Mission Statement

“To provide long term solution to the horticulture fraternity to fight Bacterial diseases and increase Agricultural production and overall export quality to expand the business”

Products & Services

The Company’s main product is PomFer-125. The product is unique in a way that no other product in the market has been able to serve the purpose.

Our other products include various solutions to enhance the productivity and growth of plant, to tackle the Citrus Canker disease and other plant pathogenic diseases.

Our services include support services, educational campaigns to guide farmers to improve productivity.

Target Market

Company’s management recognizes an enormous unmet need in the Agricultural product market. 100% of Pomegranate cultivators surveyed recently said they were very likely to purchase the product if it were available. This segment of the market has tremendous potential that has been untapped and they are our primary target.

Marketing & Sales Strategy

Company's marketing strategy is to represent its solutions as the unique solution to the problem being faced by farmers. We are positioning the company as the Low-cost, high quality producer of the product in the marketplace. In the beginning we will be using **push strategy** as the **product is new and innovative** and **later on it will be word-of-mouth publicity that is going to pull the product**. We will also launch promotional and educational campaigns to aware farmers about the product.

Competition

As, till date, no product has survived in the market to tackle the problem, there is no competition to company's product.

The **competitive advantage of the company is its unique product patent**, which is lacking to others.

Unique Selling Proposition

- Competitive advantage- Monopoly in the Market.
- 100% efficiency to eradicate "OILY SPOT DISEASE"
- No side-effects on plants
- Results are observed within 48 Hrs of spraying.
- Does not affect soil chemistry

Critical Success Factors

- Monopoly in the market
- Efficient distribution Network
- Low price
- Tested and Reliable
- No side effects on Plants

Long Term Goals

Company is looking forward to expand its business to other districts in Maharashtra followed by the states of Karnataka, Andhra Pradesh, Gujarat and Rajasthan.

Sources and uses of Funds

The Total Cost of Investment is approximately Rs. 1.36 Crore Founders are seeking a Loan of Rs.1 Crore in addition to the Rs. 36 Lakhs, which will be invested by the founders.

Break-Even

We expect to Break-even in about 5 months after starting the business.

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