

SEED ROUND • 2026

KRISHI CONNECT

Direct farm-to-kitchen produce for city homes

FOUNDERS

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RAISING

₹4 Cr seed

CONTACT

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AGENDA

01 Problem

02 Solution

03 Market

04 Business

05 Traction

06 Ask



Image

KEY IDEA

Farmers keep about a third of what city families pay for vegetables.

The problem

THE PROBLEM

01

Too many middlemen

Produce changes hands four to five times before it reaches a home.

02

Waste

Up to a quarter of fresh produce spoils in transit.

03

Opaque pricing

Farmers have no say in the price they get.

OUR SOLUTION

An app that lets families order directly from verified farmer groups, delivered within 24 hours of harvest.

Orders are pooled by locality, so one refrigerated van serves hundreds of homes. Farmers see demand a week ahead and plan harvests accordingly.



Product screenshot

MARKET OPPORTUNITY

₹24,000 Cr

Total addressable market
(TAM)

₹6,500 Cr

Serviceable market (SAM)

₹420 Cr

Obtainable in 5 years (SOM)

Illustrative market sizing — replace with your own research.

COMPETITIVE LANDSCAPE

Today's options

- Local mandis and vendors
- Quick-commerce apps
- Supermarket chains

vs

Krishi Connect

- Harvest-to-door in 24 hours
- Fair, transparent farmer pricing
- Less waste through pre-orders

BUSINESS MODEL

01

Basket subscriptions

Weekly and monthly plans
for families

02

Farmer services

Paid demand forecasts and
inputs

03

B2B supply

Restaurants and cloud
kitchens

GO-TO-MARKET

Awareness

Content, creators and campus ambassadors

Trial

Free first month for new users

Paid

Monthly plans and partner bundles

Advocacy

Referral credits for every invite

GROWTH

TRACTION

18,400

monthly active users

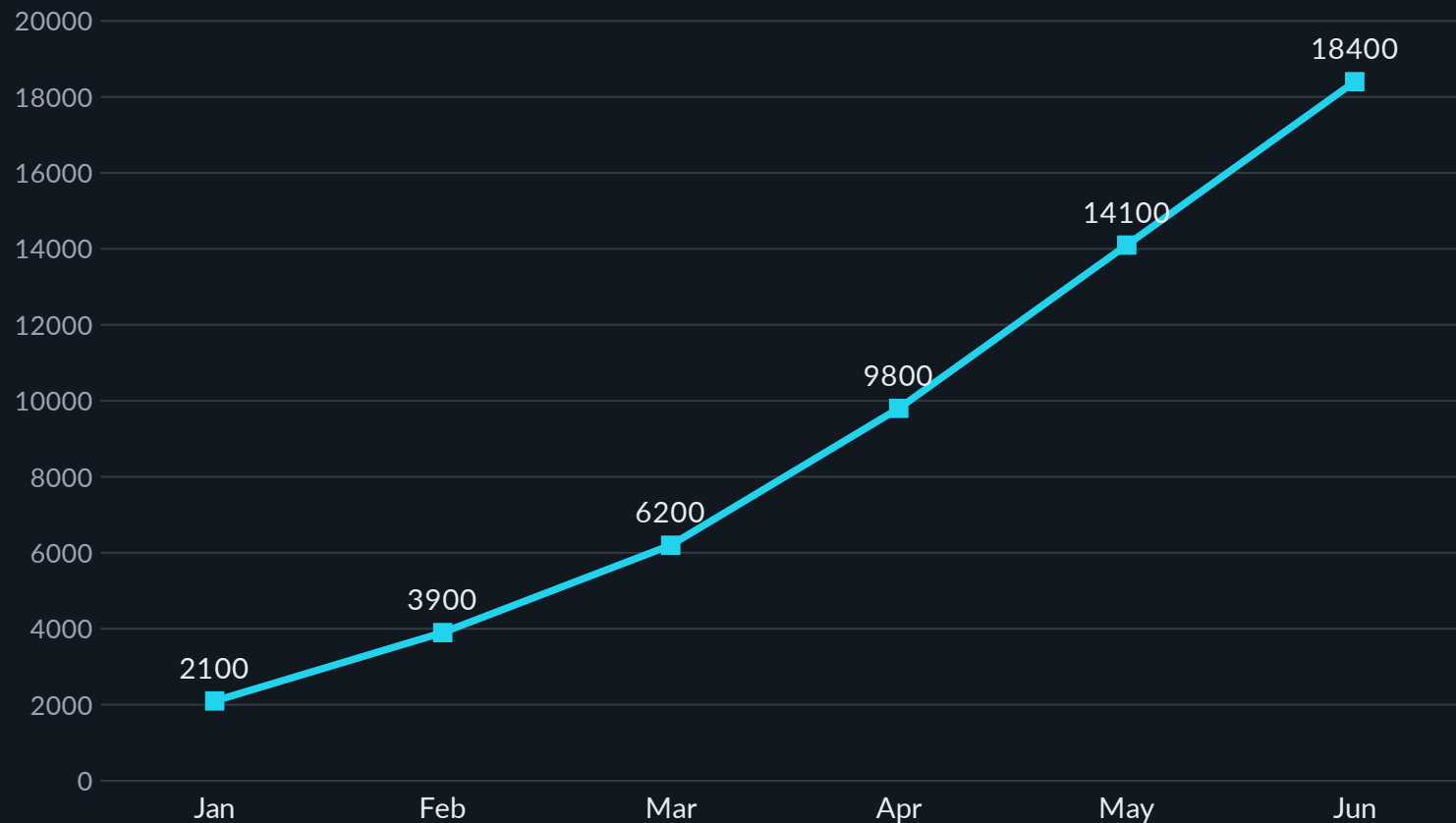
42%

month-3 retention

₹9.6 L

monthly recurring revenue

Sample data for illustration.



NEXT 18 MONTHS

ROADMAP

Q1

Launch v2

New onboarding and
payments

Q3

Partnerships

Two distribution partners

Q2

Expand

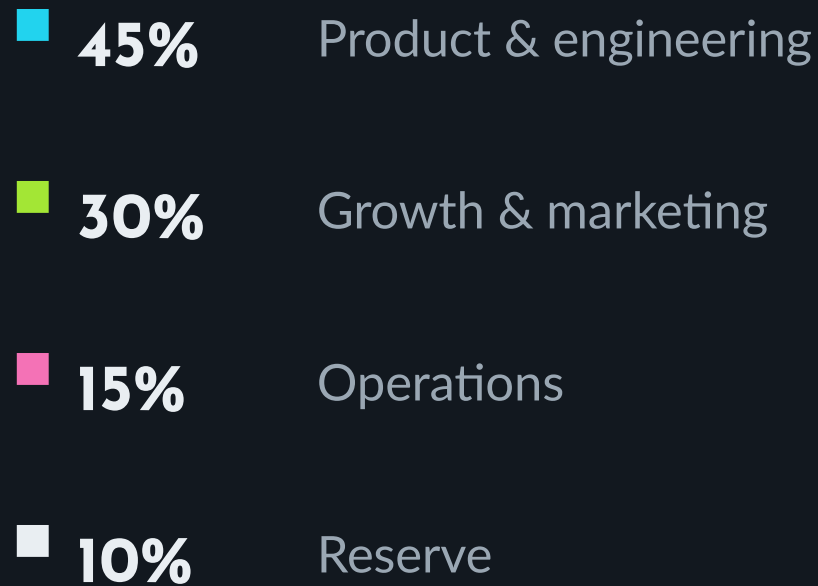
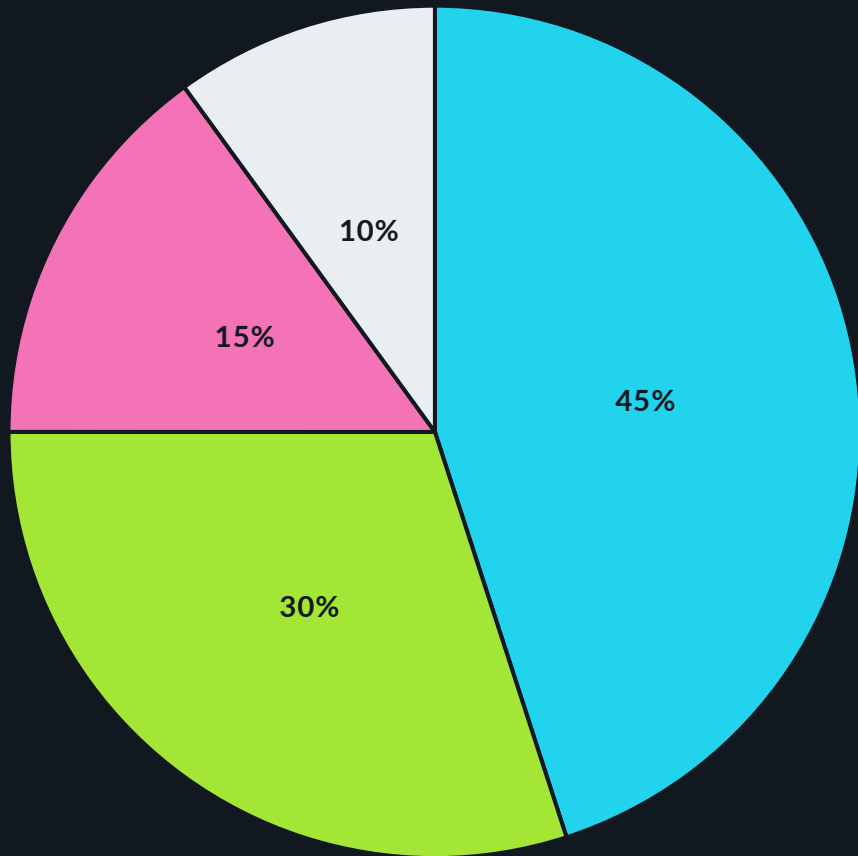
Three new cities

Q4

Scale

Break-even on unit economics

USE OF FUNDS



Sample data for illustration.



Every family should know the farm
their food comes from.

KABIR RAO, CO-FOUNDER

LET'S GROW THIS TOGETHER

Raising ₹4 Cr to reach 1 lakh users in 18 months.

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