

SEED ROUND · 2026

Krishi Connect

Direct farm-to-kitchen produce for city
homes

FOUNDERS

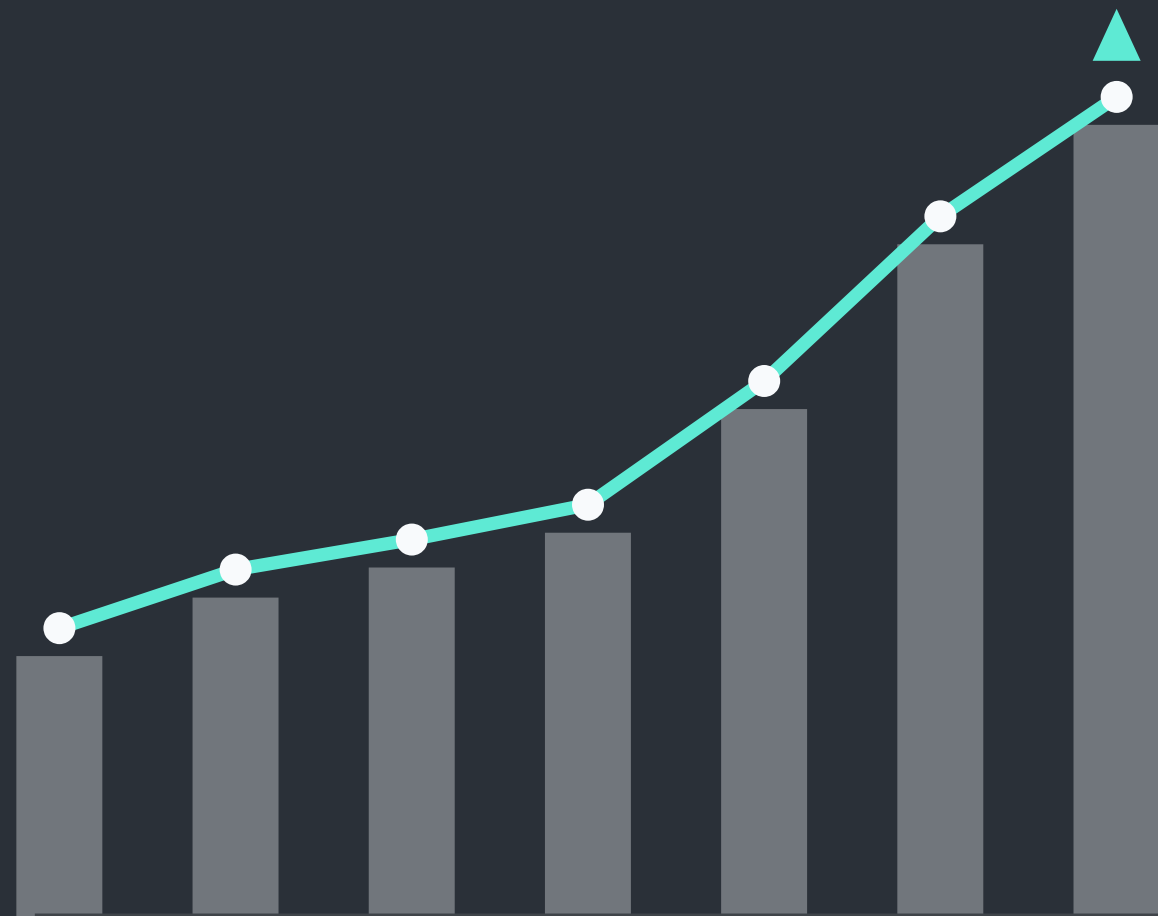
Kabir Rao · Meera
Iyer

RAISING

₹4 Cr seed

CONTACT

hello@yourstartup.in



Agenda

01 Problem

02 Solution

03 Market

04 Business

05 Traction

06 Ask



Image



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

The problem

Our solution



Product screenshot

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.

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.

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

Traction

18,400

monthly active users

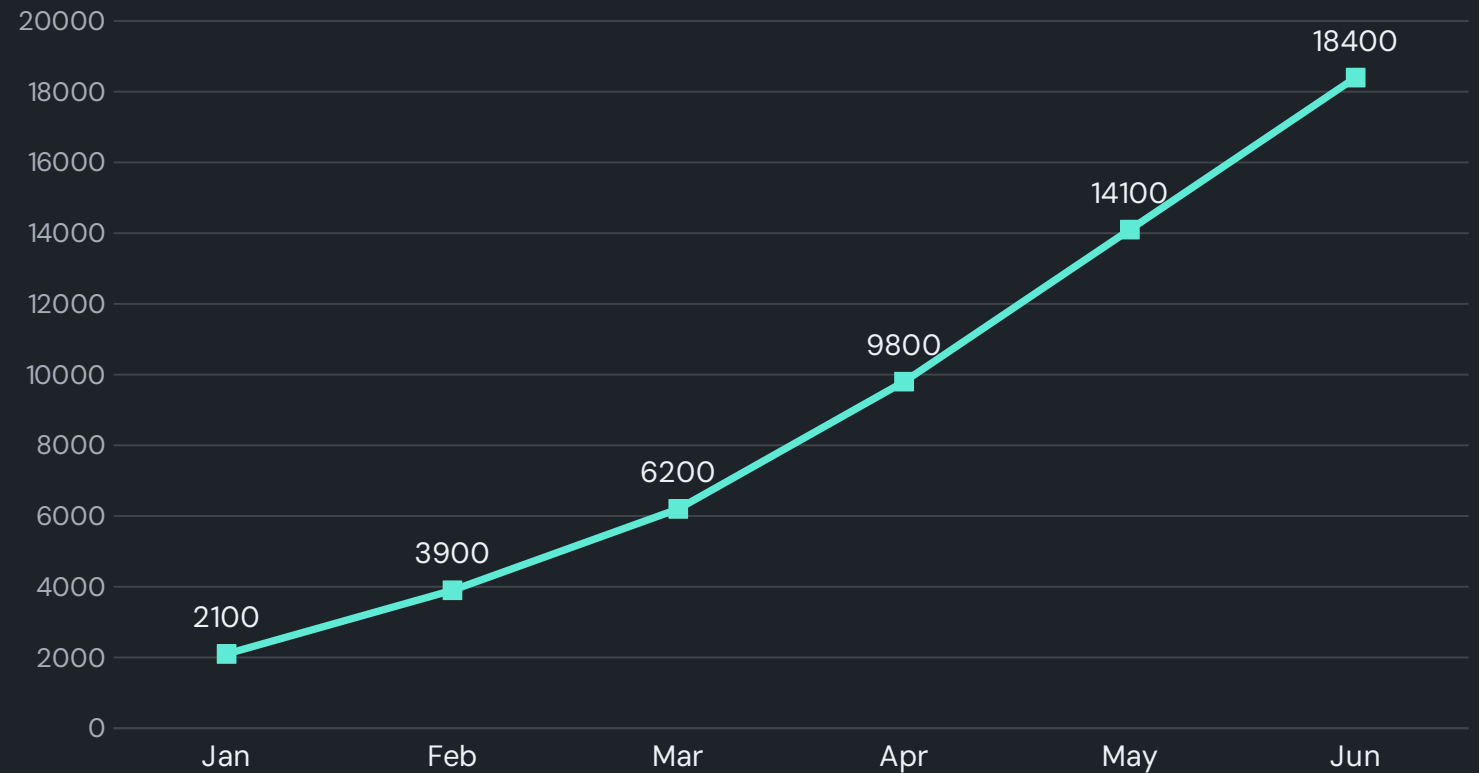
42%

month-3 retention

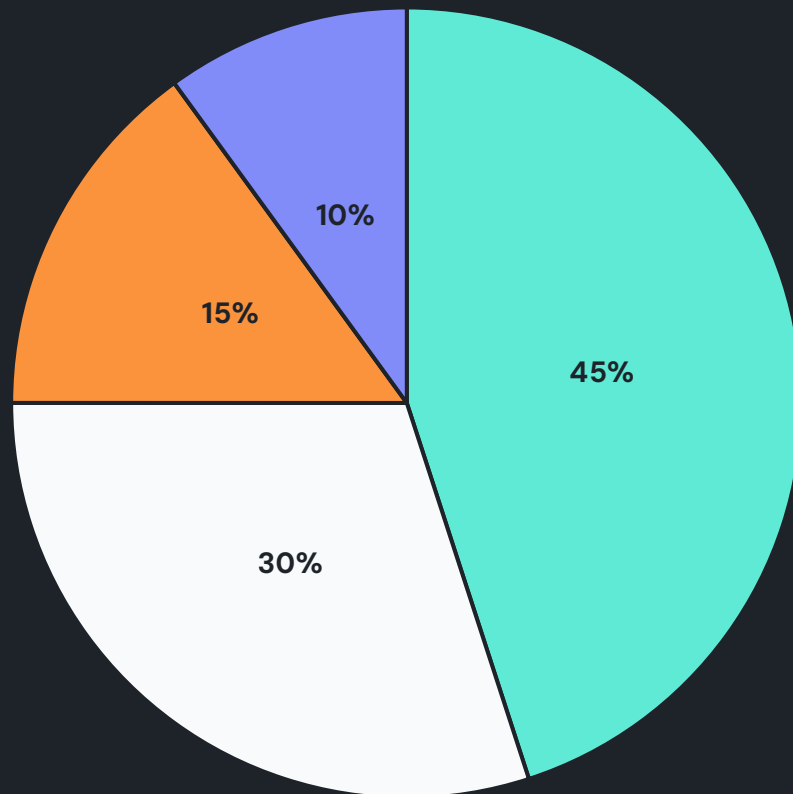
₹9.6 L

monthly recurring revenue

Sample data for illustration.



Use of funds



Sample data for illustration.

Let's grow this together

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

hello@yourstartup.in

+91 98765 43210

www.yourstartup.in