

BUSINESS PLAN 2026–2029

Kisan Mitra Agri-Drones

Affordable drone spraying and crop health services for farmers

PREPARED BY

Sameer Wankhede and team

VERSION

1.0 · Confidential

CITY

Nagpur

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01 Executive Summary

Kisan Mitra provides drone-based spraying and crop health mapping as a pay-per-acre service for small and medium farmers, operated by trained local pilots.

The opportunity

Manual spraying is slow, unsafe and uneven. Drone spraying saves water and chemicals and protects farmers' health, but most farmers cannot buy a drone.

Key figure (sample)	Year 1	Year 3
Acres served	6,000	60,000
Drones in fleet	6	40
Revenue	₹0.7 Cr	₹6.5 Cr
Trained pilots	10	70

All projections in this plan are illustrative sample figures.

02 Company Overview

Mission

To bring precision farming to every small farmer at a price per acre they can afford.

Products and Services

Offering	Description	Price (sample)
Drone spraying	Pesticide and nutrient spraying per acre	₹450/acre
Crop health map	Multispectral survey with advisory	₹300/acre
Seasonal package	Three sprays plus one survey	₹1,500/acre
Pilot training	Certified drone pilot course	₹45,000

Legal Structure and Location

Registered as a private limited company. All pilots will hold valid remote pilot certificates and drones will be registered as per applicable rules.

03 Market Analysis

Industry Overview

Agricultural drone use is expanding with government support. Service models suit small landholdings better than ownership.

Target Customers

Segment	Description	Priority
Small farmers (1–5 acres)	Need affordable per-acre service	High
Farmer producer organisations	Bulk bookings	High
Agri-input dealers	Bundle services with products	Medium

Competition

Competitor type	Strength	Our advantage
Manual spraying labour	Familiar, flexible	Faster, safer, even coverage

Competitor type	Strength	Our advantage
Drone manufacturers	Own hardware	Service, no upfront cost
Large agri companies	Brand	Local pilots, quick response

SWOT Analysis

Strengths • Local pilot network • Pay-per-acre pricing	Weaknesses • Seasonal demand • Capital-heavy fleet
Opportunities • Government subsidies • FPO partnerships	Threats • Weather • Regulatory changes

04 Marketing and Sales Strategy

Village demonstrations, FPO partnerships and a missed-call booking number make it easy for farmers to try the service.

- Village demonstration days
- Farmer producer organisations
- Agri-input dealers
- Missed-call and WhatsApp booking

05 Operations Plan

Each district hub has drones, batteries and two pilots. Bookings are routed by a simple dispatch app; spray logs are shared with farmers.

Milestone	Target date	Owner
First hub in Nagpur district	Q2 2026	Operations
5,000 acres served	Q4 2026	Sales
Four new hubs	Q3 2027	Operations
60,000 acres a year	Q1 2029	Founders

06 Management Team

Name	Role	Background
Sameer Wankhede	Founder & CEO	Agricultural engineer, farmer family
Priya Gawande	Operations	Drone pilot and trainer
Imran Sheikh	Finance	Rural finance background

07 Financial Plan

The projections below are sample figures that show the structure of a financial plan. Replace them with your own estimates and assumptions.

(₹ lakh)	FY 2026–27	FY 2027–28	FY 2028–29
Revenue	70	260	650
Direct costs	40	140	330
Gross profit	30	120	320
Operating expenses	45	95	190
Net profit / (loss)	(15)	25	130

Funding Requirement

We are seeking ₹2 crore to build a 20-drone fleet, open four hubs and train 40 pilots.

Use of funds	Share
Drones and batteries	55%
Pilot training	15%
Hubs and vehicles	20%
Working capital	10%

08 Risks and Mitigation

Risk	Impact	Mitigation
Bad weather during season	High	Flexible scheduling and seasonal packages
Equipment damage	Medium	Insurance and spare drones
Regulatory change	Medium	Compliance officer and industry body membership