Cropin™

**HARNESSING TECHNOLOGY**

REVOLUTIONIZING
**AGRICULTURE**

# INCREASE EFFICIENCY. SCALE PRODUCTIVITY.
# STRENGTHEN SUSTAINABILITY.

We're transforming businesses through intelligence and insight.

CropIn is a global ag-ecosystem intelligence provider. CropIn's suite of products enables various stakeholders in the agri-ecosystem, including financial services providers, to adopt and drive digital strategy across their agricultural operations. CropIn helps organizations digitize their operations from farm to fork and leverage near real-time farm data and actionable insights to make effective decisions.

With the vision to 'maximize per acre value,' CropIn adds value to agri-businesses by increasing efficiency, scaling productivity, and strengthening sustainability across the board.

Using cutting-edge technology like artificial intelligence, machine learning, and remote sensing, CropIn creates an intelligent, interconnected data platform. Organizations like banks, insurance companies, government, development agencies, farming companies, agri-input companies, farm equipment companies, food processors, and retailers use CropIn's solutions to derive real-time actionable insights and help build a sustainable agri-ecosystem.

## Efficiency

Simplified data gathering through a smartphone app that records activities & milestones. Ensuring efficient operations, lower costs and better visibility for your field agents at all times

## Productivity

Real-time actionable insights enable farm management companies to take planned & responsive business decisions. The predictability of quantity & quality of yield combined with reduced cost of operations results in higher productivity for the businesses

## Sustainability

Meet today's agri-needs while strengthening resources for the future by creating a healthy environment, economic profitability, and social & economic equity for all. Empowering the agri in the agri-ecosystem by enabling businesses to benefit from actionable insights while empowering farmers through advisory & alerts.
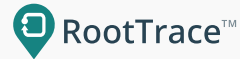
# MAXIMIZING PER ACRE VALUE.
# TO MAKE EVERY FARM TRACEABLE.

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## Product Offering

Complete Farm Management Solution

SmartFarm®     SmartRisk®     SmartWare®     RootTrace™     AcreSquare®

**SmartFarm:** An award winning, robust and flexible farm management solution that enables complete digitization of farms, empowers data-driven decision-making, and provides complete visibility of people resources, processes and performance on the field. It ensures management of standard package of practices, adherence to compliance and certification, pest and crop health management.

**SmartWare:** A comprehensive solution for pack house, processing and export companies that enables farm-to-fork traceability, compliance, quality control and flexible inventory management.

**AcreSquare:** A B2B farmer engagement application that helps businesses to reach, educate, promote and establish a direct connect with the growers.

**SmartRisk:** An AI-ML powered technology platform that leverages agri-alternate data for risk mitigation and forecasting intelligence for effective credit risk assessment and loan recovery assistance. Proprietary algorithms built on ground data, satellite imagery and weather data are used to provide insights at farm and region level.

**RootTrace:** RootTrace is the Seed-to-Shelf traceability solution to preserve global food integrity. RootTrace provides a tamper-proof, anti-counterfeit traceability solution that increases the transparency of processes along the supply chain so that customers can be assured of the product's origin, quality and safety, and build unwavering brand loyalty.

## Our Segments

| Agri Input Companies | Financial Lending Institutions | Crop Insurance Providers | Farming Companies | Seed Production Companies | Government & Advisories |
|---|---|---|---|---|---|

## Clientele

CropIn's client portfolio consists of farming companies, seed production companies, agri- input companies, F&V exporters, commodity traders, banks and financial institutions, crop insurance providers, government and development agencies, and CSR arms of private sector organizations – over **250+ clients in 56 countries globally.** CropIn is the trusted agri-tech partner of global agribusinesses, that includes Rainforest Alliance, World Bank & WWF among others.

## Measuring Impact

**Empowering Economies Of The Agri-ecosystem**

CropIn is an intuitive, intelligent, self-evolving system that delivers future-ready farming solutions to the entire agricultural sector. We deliver decision-making tools that bring consistency, dependability and sustainability to agri-businesses. With capabilities of live reporting, analysis, interpretation and insight that span across geographies, we're digitizing every farm, while data-managing the entire ecosystem. Our smarter agri solutions are powered in real-time; for you to archive patterns, predict trends, to make a blueprint for your business in the times to come.

| **16 Million** | **98%** | **400** | **10,268** | **7 Million** |
|---|---|---|---|---|
| Acres Of Farmland Digitised | Client Retention Rate | Crop Data Captured | Crop Varieties | Farmer's Globally Benefited |

# Measuring Impact

Creating Value. Delivering Results.

**16 Million**
Acres Of Farmland
Digitised

**7 Million**
Farmer's Globally
Benifitted

**56**
Countries
Operating

**250+**
Working
with Clients

**98%**
Client Retention
Rate

**92%**
Score on Adapt-
ability

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# The CropIn Edge

## Disruptive Innovation

Innovative, interconnected products offer seamless integration and agility

## Adaptability

Our tailor-made solutions provide configurable reporting and execution to solve complex agri-challenges and are customized basis industry segments and environments

Capable to connect with your legacy solutions and capture data from sensors and other sources around the field

## Working In Acres, Not Hours

We measure work not by the time put in, but by the number of acres impacted

## Speaking Your Language

Integrate local languages into products to ensure a convenient user experience

## Smarter Output

Ever-evolving, self-learning system intelligence enables precise output every time, ensuring tangible benefits

## Online Even When You're Offline

CropIn Systems are equipped to work offline and auto-sync at network availability

## 100% Data Security

All the data in our system is encrypted to protect your interests and preserve confidentiality

# In The News

## Carbon Farming Coalition

CropIn joins European Carbon + Farming Coalition to decarbonise European food system

## Amsterdam Office

CropIn to onboard over 100 people for key positions in India and international business

## Funding News

CropIn raises $20 million in Series C funding to expand globally

## Secondary Sale

CropIn's Early Employees & Investors Realize 70x Returns in a $4.3 Mn Secondary Sale

## GEF - COP 26 Summit

GEF Challenge Program for Adaptation Innovation names 10 new winners

## Krishna - Startup Council

Krishna kumar nominated as a non-official member to the national startup advisory council

## PMFBY

Tech will help scale up reach of PMFBY with precision agriculture: Experts

## AGRA Partnership

CropIn-Agra Partnership Taps Into Digital Technologies To Boost Africa's Extension Service Coverage

## True Digital Partnership

CropIn, True Digital tie up for agritech solutions in Southeast Asia

## Most Innovative Agritech startup at 3rd Edition of FICCI Awards

CropIn bags most innovative agri startup in the application of digital technologies award" in the 3rd edition of virtual ficci summit & awards