

# Case Study



**Savannah**  
Leadership & Innovation

A large blue teardrop-shaped graphic containing the Cropin logo. The logo consists of the word "Cropin" in a blue sans-serif font, with a small green leaf icon above the letter 'i'.

**Cropin**

## The Customer

Savannah is a leading technology-based rice company focused on developing smart rice™ with high yields and value added traits. We focus on discovering and delivering innovative products and crop management solutions to farmers, who feed the growing world population.

Our mission is to drive sustainable food production through rice seed technology and makes a positive impact on farmers, employees and stakeholders.

## The Challenge

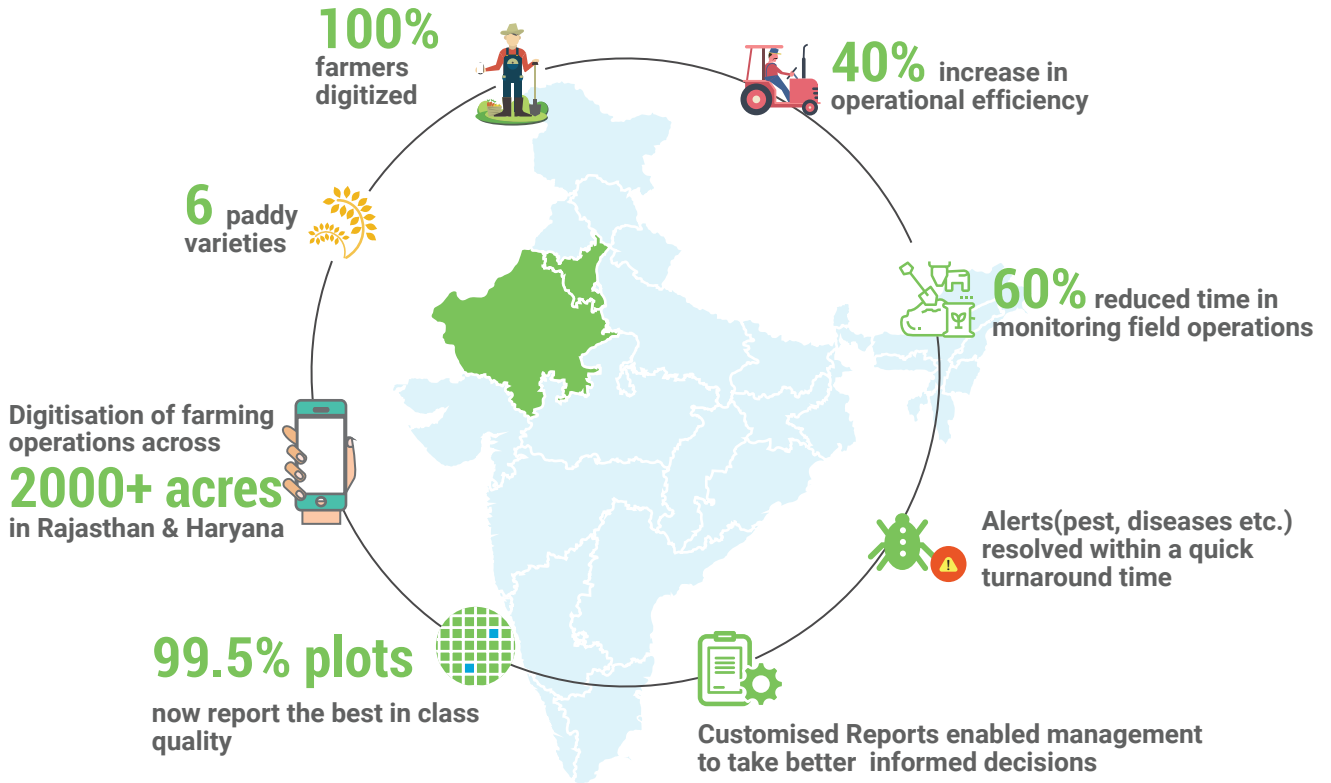
Savannah Seeds is one of the world's foremost seed companies. It aims to develop smart rice with high yields and value added traits.

Earlier, data was being captured manually, leading to discrepancy and bulk records. There was an urgent need for digitization to help the company in their efforts to increase yield per acre.

## The CropIn Solution

- Entire supply chain traceability
- Real-time data capture
- Timely crop advisory
- Plot geo-tagging and area audit
- Alert log and management
- Customized reports

## The Impact



## The Impact

We have been using CropIn's solution since 2015 in Rajasthan, Haryana and Delhi. With the help of CropIn's solution, now our team, including our managing director, have visibility on the entire farm operations. We can access CropIn's product at anytime from anywhere. It also helps us in taking right decisions at right time throughout the crop production cycle i.e. sowing to harvest. Thus saving us a lot of time and increasing our team's productivity.

Rajiv Dabas  
Senior Manager Production



smartfarm

FARM  
MANAGEMENT  
SOLUTION



smartrisk

AGRI BUSINESS  
INTELLIGENCE  
SOLUTION



mwarehouse

PACKHOUSE  
SOLUTION &  
TRACEABILITY



smartsales

INPUT CHANNEL  
MANAGEMENT  
SOLUTION



acresquare

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FOR YOUR FARMERS

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