

# AgriPrice

Daily mandi prices + buyer matching delivered via voice call (not app) in the farmer's regional language. App-first agri products fail; voice call works. AgriPrice meets the farmer where they are. ■49/month.

Category	Set 8 · Mixed Round
Customer	Indian small farmers (3-15 acres) selling commodity crops (wheat + rice + pulses + vegetables + oilseeds + cotton) through APMC mandis + direct-to-buyer
Monetisation	■49/mo Solo · ■2 per call (pay-per-use) · ■2,499/yr regional cooperative tier
Build effort	Med
Plan version	v1.0 — 2026-05

## Executive Summary

AgriPrice addresses the structural information asymmetry small Indian farmers face on commodity pricing. ~80M small farmers (3-15 acre holdings) sell commodity crops; price information varies dramatically across mandis even within same district; farmers regularly sell at sub-optimal prices due to lack of real-time information. The structural failure of existing agri-tech: app-first products (NinjaCart + DeHaat + farmer-app variants) require smartphone literacy + data connectivity + app-installation friction that 70%+ of small farmers don't have or won't adopt. Voice call works in this segment.

Product: voice-call-based daily mandi price intelligence + buyer-matching in regional languages. Farmer calls AgriPrice number (or AgriPrice calls farmer on schedule); IVR + voice-AI provides daily prices at top-5 nearby mandis for farmer's crops + buyer-matching for direct sale opportunities.

Year-1 target: 35,000 paying farmers + per-call revenue generating ■2.3 crore annual revenue against ■52 lakh costs. Cash-positive month 4. Modest unit economics but massive addressable population.

## The Problem

India's ~80M small farmers face severe price-information asymmetry. Same crop sells at significantly different prices across mandis 50-100km apart; intra-day prices fluctuate; commission agents at APMC mandis can game farmer's lack of information. Result: small farmer typically receives 60-80% of fair price (vs. 90%+ that better-informed peers achieve). The cumulative loss is ■40,000-1,20,000/year per farmer.

Existing app-first agri-tech (NinjaCart + DeHaat + 100+ farmer-apps) requires smartphone + data + app-install + literacy. Coverage is high in news but actual usage in small-farmer segment is below 15%.

Market gap: voice-call-based information delivery matching how small-farmer segment actually engages with information.

## The Solution

AgriPrice structured around voice-call delivery. Onboarding: farmer registers via call (5-minute conversation collecting crop types + farm location + preferred mandis + preferred call-times); registration also possible via local agent intermediary.

Daily delivery: every morning at farmer's preferred time, AgriPrice calls + delivers daily mandi prices at top-5 nearby mandis + price-trend (rising/falling) + recommendation (sell today vs. hold).

Per-call pricing: farmer can call AgriPrice number anytime to check current prices.

Buyer-matching: when buyers (food processors + traders + cooperatives) want direct purchase from farmers, AgriPrice connects via call.

Regional cooperative tier: regional farmer cooperatives can subscribe at ■2,499/yr covering 50+ farmers in cooperative.

## Market Opportunity

Indian small-farmer market: ~80M households. Willing-to-pay segment for voice-call price service: ~10-15M.

At ₹600/yr blended ARPU, SAM is ₹6,000-9,000 crore. Realistic 4-year capture: 0.1-0.5% = ₹6-45 crore ARR.

Adjacent expansion. Year 2: weather + crop-advisory voice service. Direct-sale buyer aggregation. Year 3: input-supplier price aggregation (seed + fertiliser + pesticide).

## Target Customer

Primary persona: a 42-year-old farmer with 6-acre wheat + paddy farm in Punjab. Lost ~₹40k last year selling at suboptimal mandi prices. Will pay ₹49/mo Solo.

Secondary persona: a 38-year-old vegetable farmer with 4-acre farm in Maharashtra. Will pay per-call ₹2 (high-frequency price-checks during harvest).

Tertiary persona: a 51-year-old farmer-cooperative leader representing 60 farmers in Gujarat. Will pay ₹2,499/yr cooperative tier covering all members.

## Product

Voice-call registration + onboarding.

Daily morning call with mandi prices + trends + recommendation.

On-demand calls for current price-check.

Buyer-matching call connections.

Cooperative tier: covers multiple farmers under cooperative subscription.

Regional language support: Hindi + Punjabi + Marathi + Tamil + Telugu + Kannada + Gujarati + Bengali + Malayalam + Odia.

## Technical Architecture

Voice infrastructure: Exotel + Knowlarity for telephony + voice-AI integration.

Backend: Python on AWS Mumbai, Postgres.

Voice-AI: ElevenLabs + AI4Bharat IndicTTS for regional languages.

Mandi-data ingestion: APMC mandi-data feeds (where available) + manual aggregation network for non-digitised mandis.

Payments: Razorpay UPI + offline payment options (post-office + cooperative-collection).

## Business Model & Unit Economics

Three tiers. Solo ₹49/mo. Per-call ₹2. Cooperative ₹2,499/yr.

Conversion: per-call → Solo subscription within 2 months at 25%.

Gross margin: 65%. Costs: telephony (~₹0.80/call) + voice-AI + mandi-data network.

LTV: ₹588 × 28 mo = ₹16,464 (Solo); ₹2,499 × 4 yrs = ₹10k (cooperative per-subscription); per-call long-tail.

### Unit Economics (Year-1 base case)

Year-1 paying farmers	35,000
Blended ARPU	₹650/yr
Year-1 revenue	₹2.3 crore
Gross margin	65%
CAC	₹85
Year-1 all-in costs	~₹52 lakh
Year-1 net contribution	~₹1 crore

## Go-to-Market

Channel 1 — Agricultural extension officer partnerships (40%): government extension officers + Krishi Vigyan Kendras can introduce farmers.

Channel 2 — Cooperative + FPO partnerships (30%): Farmer Producer Organisations + cooperatives as channel.

Channel 3 — Local-agent intermediary network (20%): village-level agents who onboard farmers.

Channel 4 — Radio + regional-language advertising (10%): rural-radio campaigns.

### Roadmap (first 12 months)

- Month 1-3: MVP voice-call delivery + 4 regional languages + Solo + per-call tier. 1,500 farmers.
- Month 4-5: Cooperative tier + 8 languages, 6,000 farmers.
- Month 6-8: Buyer-matching layer + mandi-data network expansion, 15,000 farmers.
- Month 9-10: Weather + advisory pilot + 12 states coverage, 25,000 farmers.
- Month 11-12: 35,000 farmers, ₹2.3 crore annualised.

### Key Risks

- Telephony cost: per-call cost is non-trivial. Mitigated by efficient call-routing + voice-AI for routine calls + carrier-partnership negotiation at scale.
- Mandi-data freshness: not all mandis have digital data feeds. Mitigated by hybrid digital + manual aggregation network.
- Government schemes overlap: government provides some farmer-information services. Mitigated by quality + reliability differentiation + complementary positioning.
- Trust + adoption: small farmers cautious about paid services. Mitigated by free-trial calls + cooperative-channel-trust + clear value demonstration.

- Payment collection in rural areas: UPI penetration uneven. Mitigated by post-office + cooperative-collection options.