

**MASTERBRAIN AGRO INDUSTRY
PVT. LTD.
Private Limited
12 Feb 2020**

Problems

Problems	Solutions
LABOUR	Job of 20 Persons Done by 1 person
TIME	2.5 minutes for 1acre
MONEY	Saves Labour, Chemicals, Resources
CHEMICALS	40% less usage of chemicals

Technology

- Make In India
- Uniform Spraying
- Self Propelled
- 4*4 Auto Rotate Sprayer
- Covers one acre in one Round
- Diesel Consumption: 0.5 Litre Per Acre



Market

**4775
Billion
2018**

**CAGR
5.4%
5 yrs**

Global Agriculture Sprayers Market



Road Map

1 Year	Create infrastructure for large scale manufacturing
2 Year	Tie-up with Fertilizer Companies for expansion
	Work on reducing the cost of product by scaling production
3 Year	Pan India Presence
	At least have one distributor in top 10 agriculture states of India
4 Year	Focus on Export Market
5 Year	Develop more products to decrease labor cost in agriculture

	First Year 2019-20	Second Year 2020- 21	Third Year 2021-22	Fourth Year 2022-23	Fifth Year 2023-24
Income	1 cr	2.5 cr	7.5 cr	15 cr	30 cr
Expenditure	0.95 cr	2.15 cr	5.8 cr	10.5 cr	17 cr
Profit	0.056 cr	0.35 cr	1.7 cr	4.5 cr	13 cr

Our Team

Name	Position	Responsibilities	Phone/ Mobile	Education	Experience
Gursewak Singh	M.D	Production & Marketing	9876782957	B.A.	5 Years
Jaspal Kaur	Director	Production		MA, B.Ed.	3 Years

Milestones

S No.	Quarter	Milestones	Action Points
1	First	Build Infra	Building
2	First	Machine and Capital Goods	Purchase machinery
3	First	R&D	Improve Die and other parts
4	First	Intellectual Property Right	Trade Mark Register and protect other Intellectual Property Right
5	Second	Increase manufacturing from 2 machine to 3 machine per quarter	Improve manufacturing unit
6	Second	Increase monthly production from 1 machine to 2 machines	Improve manufacturing unit
7	Second	Annual Sale Target of 1.5 crore sale	Work with PAU and other channels

Fund Utilisation

Quarterly Fund Utilization -32.5 INR Lakhs							
Head	Description	Breakup	Q1 (40%)	Q2 (40%)	Q3(20%)	Total	Owner (33%)
Manpower	Salaries and Travel Expenses	16%	1	1.5	1	3.5	4
Capital Expenditure	Pazma, Hole Machine, Lathe Machine, Shed of Factory, Color Lab, Power Press, Tool Kit	40%	5	3	0.75	8.75	3
Working Capital	Raw Material	23%	1.5	2	1.5	5	2
Marketing & R&D	Customer Survey, R& D on Dice, Outreach, Product Launch	13%	0.55	1.55	0.65	2.75	1.5
Contingency		9%	0.75	0.75	0.5	2	0
Total			8.8	8.8	4.4	22	10.5
	Grant	22 L					
	Owner	10.5L					
	Total Fund	32.5L					



THANK YOU

Projections

Exp/Income	2018-19	2019-20 (E)	2020-21 (E)	2021-22(E)	2022-23 (E)
Sale	7,650,000	10,000,000	25,000,000	75,000,000	150,000,000
Other Income	0	0	0	0	0
Total Income	7650000	10000000	25000000	75000000	150000000
Salary	1,565,000	1,800,000	4,050,000	10,935,000	19,683,000
Manufacturing Unit	5,800,000	7,600,000	17,100,000	46,170,000	83,106,000
Diesel Cost	55,000	60,000	135,000	365,000	657,000
Travelling Cost	30,000	40,000	90,000	243,000	437,000
Water and Elec cost	60,000	80,000	180,000	486,000	875,000
Total Outgoing	7,510,000	9,580,000	21,555,000	58,199,000	104,758,000
Profit	140,000	560,000	3,445,000	16,801,000	45,242,000
Margins	2%	6%	14%	22%	30%

Competition

Particulars	Maryuma	Shaktiman	Rainbow
Strategic Functions	1	1	3
Price	18,00,000	13,00,000	8,00,000
Weight	13qtl	13qtl	18qtl
Total Capacity	500 litres	500 litres	800 litres

Founder

