



Nirman Agri Genetics Limited

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December 28, 2023

To,
Listing Department,
National Stock Exchange Limited
Exchange Plaza, C-1, Block-G,
Bandra Kurla Complex, Bandra (E),
Mumbai-400 051

Scrip Code – NIRMAN

Dear Sir/Mam,

Sub.: Intimation of Press Release

We are enclosing herewith a press release dated December 28, 2023 titled '**Nirman reveals new D2C Business Model "Krushi Dham"**' being issued by the Company.

Kindly take the same on your record.

Thanking you,

For Nirman Agri Genetics Limited

Pranav Kailas Bagal
Managing Director
DIN: 08839908

PRESS RELEASE



NIRMAN AGRI GENETICS LIMITED REVEALS NEW D2C BUSINESS MODEL "KRUSHI DHAM"

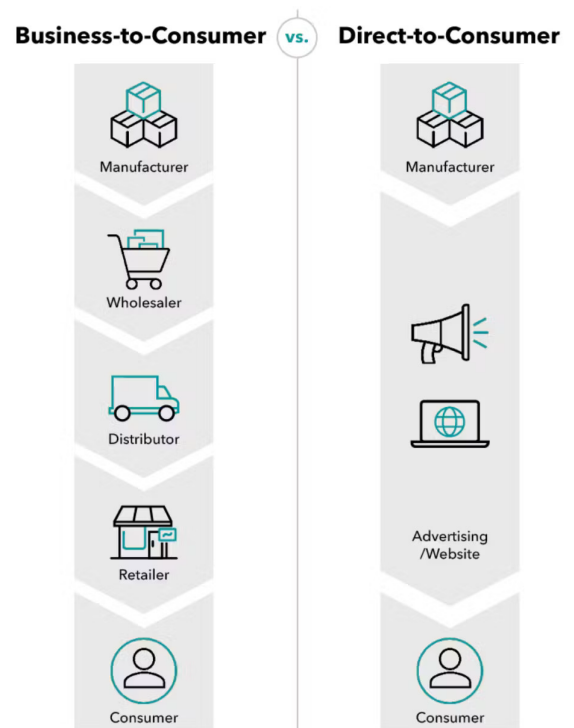
"National prosperity through farmer prosperity."

Nashik, December 28, 2023: Nirman Agri Genetics Limited today revealed their new D2C business model, "*Krush Dham*." It will be introduced as a dream project for the corporation, with a significant impact on the entire agriculture sector. It is India's first agricultural company to offer a one-stop solution for farmers' requirements, where farmers can receive whatever they need while also receiving financial support. Many companies will come as strategic partners with Nirman to execute this model. Nirman has established links with numerous universities in order to conduct scientific research and collaborations. Nirman will be India's First company which will provide Finance to the farmers.

We are introducing a sustainable ecosystem The company is attempting to break the chain of middlemen who make more than farmers do; this will result in a revolution in the agricultural industry, as Nirman is putting up the entire buyer and seller's chain for farmers, where farmers will benefit the most. Studying all these aspects, we have created a center for agriculture industry and under this center we are providing farmers with very affordable seeds, pesticides, fertilizers, modern implements, technology and finance all under one umbrella so that the industries of the underprivileged and weak farmers can prosper and the standard of living of the farmers will be improved. Once we regain our lost golden glory and prosper our nation.

WHY NIRMAN IS SHIFTING TO A D2C MODEL?

Compared to traditional retail, which relies on distributors and wholesalers, "Nirman's Krushi Dham model takes out the middleman, allowing farmers more control over the business." This model is disrupting traditional retail because it offers several competitive advantages over traditional retail strategies, including Increased control over brand messaging and consumer engagement, Creating more opportunities to innovate. It allows Farmers to innovate and launch new products at a smaller scale, test with selected demographics and gather feedback. This way, farmers can understand what their customers want, produce what sells, and improve where applicable. This model will create new expanded market oppertunities to the farmers. They can go global by just selling to the right customer segments, in the right market.



PRESS RELEASE



LET'S WALK YOU THROUGH THE DIFFERENT APPROACHES TO NIRMAN'S KRUSHI DHAM MODEL IMPLEMENTATION:

1. MARKET ACCESSIBILITY WITH FAIR TRADE/PROFIT.

By dropping out intermediaries like wholesale, distributors, retailers, etc. and buying directly from Nirman's store, you can get the seed, pesticides, fertilizers, farm equipment, etc. This model makes sure that farmers will get all the necessary farming tools and equipment at a low cost by cutting out intermediaries and forming direct links with consumers, OECs, MNCs, and export companies can avoid exploitative supply chains and create partnerships that benefit both parties. It makes it possible for farmers to increase their incomes, stabilize their economies, and enhance their standard of living. Cooperatives and collective farming efforts are frequently used in direct-to-consumer organic farming, generating a sense of community and shared success.



2. ONE STOP SOLUTION FOR ALL FARMING NEEDS.

Nirman's Krushi Dham Store is the one-stop solution for all farming and agricultural needs. Farmers can have a single-window system here to avail themselves of everything they want. It is not only the buying and selling center but also provides scientific knowledge, shares advanced farming techniques, water management, soil testing, etc. under a single roof.

Nirman's Krushi Dham is the place where farmers get seed, pesticides, fertilizer, farm equipment, agricultural tools, access to a knowledge center, and even financing for buying everything. So, we call it Farmers Second Home, where he gets everything he wishes.

3. IMPROVED FARMING TECHNOLOGIES.

Farmers can use sophisticated farming technology to gain exact production predictions, data-driven decision-making, streamlined operations, and many other benefits. By utilizing technical tools and solutions that solve modern difficulties, cutting production costs, labor costs, and overcoming constraints.

Nirman, through Krushi Dham, will provide farmers with access to all new and advanced technology.

PRESS RELEASE



4. HASSLE FREE FINANCE SOLUTION.

Nirman's Krushi Dham would be the first in India to provide a one-stop shop for farmer needs, where farmers may get whatever they need while also receiving financial support. Farmers can receive financial aid without having their credit or financial background checked. Historically, no one in India has gone into such a model in which our "ANNADATA" farmer will receive everything under one roof as well as financial help. Farmers only need to bill their needs, and we are ready to finance them right away without any long lines or paperwork. The inability of small-scale farmers to get the loans required to finance their farming activities can result in a cap on their production and efficiency. Proper restructuring of finance options and systems and lower interest rates linked to loans can help agriculture and small-scale farmers have a brighter future.

"The finance structure under this model is constructed in such a way that it does not place any financial stress on the farmers. For example, similar to the no-cost EMI option available at Croma stores, you can make credit purchases and repay the amount in equalized monthly instalments over a certain period of time.

In addition to delivering the correct product at the appropriate pricing, creating a positive purchasing experience is essential for developing a customer who will return for future purchases. Offering installment payments is a value-added option that increases the perspective of a farmer's purchase. As a result, the likelihood of them becoming a return customer improves, as does the store's value over time."

5. QUCIK AGRI COMMERCE FOR FARMERS.

The Krushi Dham app not only gives tools and capabilities for conducting online transactions and collaborating with other farmers, breeders, scientists, and agricultural specialists, but it also accelerates growth by providing critical information. The app's primary focus is on the development and accessibility of rural activities such as trade, consulting, advisory, finance, online farm insurance, awareness of key government initiatives, agricultural equipment, and Agri business management. This contains a wide range of sectors such as Cash Crops, Fruits, Vegetables, Spices, Livestock, Farm Equipment, Farming Tools, as well as advanced farming information workshops and seminars. The software is available in many languages, allowing farmers from all over India to interact and work in order to increase productivity and profitability.

