The Problem: India's Inefficient Agricultural Supply Chain

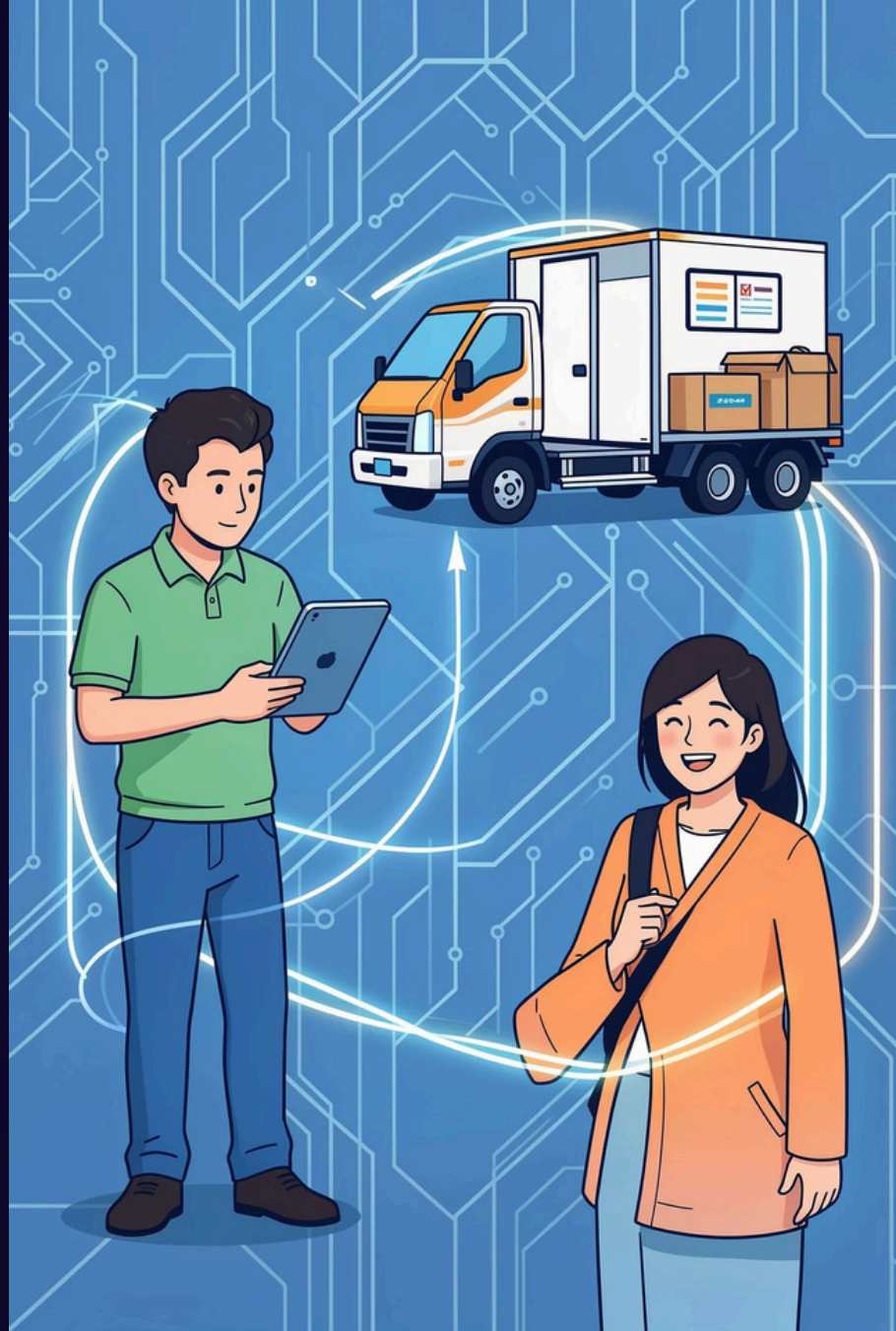
India'sagricultural supply chain is inefficient, fragmented, and heavily dependent on middlemen. This significantly reduces farmers' income and increases prices for consumers. Most farmers lack direct access to urban markets, real-time pricing data, and reliable logistics and storage facilities.

Poor infrastructure and weak demand forecasting lead to large amounts of fresh produce being wasted. Consumers face high costs, limited transparency, and uncertainty about product quality. Low digital adoption in rural areas further restricts farmers from using modern tools and payment systems, making the ecosystem unfair and unsustainable.

FreshLink's Solution: Connecting Farmers and Consumers

FreshLink builds a technology-based platform directly connecting farmers and consumers, removing middle men and ensuring fair prices.It improves logistics through optimized delivery routes, cold storage, and temperature-controlled transport, reducing food waste and maintaining freshness.

The platform is mobile-first, multilingual, and works offline, making it accessible for rural farmers. Farmers receive training in app usage, digital payments, packaging, and market strategies. AI-powered systems match supply with demand and predict prices, while blockchain technology provides farm-to-table transparency. FreshLink ensures a transparent, efficient, and sustainable agricultural ecosystem.



Market Size and Scope: India's AgriTech Opportunity

FreshLink has significant scope in the Indian market, as agriculture contributes16–17% to GDP and supports millions of farmers. The sector is still traditional, with middlemen and inefficient supply chains, creating vast opportunities for digital platforms.

The AgriTech sector is in its early stages, with low market penetration and high growth potential. Rapid growth in smartphone and internet usage in rural areas facilitates the adoption of mobile-based platforms. Urban consumers increasingly demand fresh, safe, and traceable food, supporting FreshLinks' model. Government initiatives further encourage adoption, positioning FreshLink to scale across regions.

Competitive Landscape: FreshLink's Edge in Indian Agritech

The Indian agritech spaceis growing,with many startups addressing parts of thevfarm-to-consumer value chain. Key players include Ninjacart (B2B supplychain),Otipy (B2B2C socialcommerce), DeHaat& AgroStar(farmer advisory+marketplace), and others like BigHaat and BharatAgri (farm inputs).

Market Gaps

- Farmers depend on intermediaries
- Limited direct-to-consumer platforms
- Low transparency in produce sourcing
- High post-harvest losses

FreshLink's Advantage

- Direct Farm-to-Consumer Marketplace
- AI-Powered Demand Forecasting
- Blockchain-Based Traceability
- Integrated Logistics & Cold Storage

FreshLink integrates direct farm-to-consumer, AI-powered forecasting, blockchain traceability, and farmer training, offering a full-stack solution that ensures higher farmer income, fresher produce, lower wastage, and complete transparency.

How FreshLink Works: Farm-to-Table in Six Steps

01

Farmer Registration & Listing

Farmers register on the FreshLinkapp,listing produce with quantity, quality, and price details.

02

AI Demand Matching

AI matches supply with market demand and customer orders.

03

Consumer Ordering

Consumers place orders via the app or website.

04

Collection & Packaging

FreshLink coordinates farm collection and sends produce to aggregation centres for quality checks and packaging.

05

Optimised Delivery

Optimised logistics and cold-chain partners deliver orders on time.

06

Digital Payments & Feedback

Secure digital payments are processed, and farmers receive direct payments. Real-time tracking and feedback improve service.

FreshLink's Diversified Revenue Model

FreshLink operates on a diversified and sustainable revenue model to ensure long-term profitability.

Transaction Fees

A fee on every sale made through the platform, providing consistent revenue as order volume grows.

Subscription Plans

Premium plans for farmers and businesses offering enhanced visibility, analytics, and priority support, generating recurring income.

Logistics & Delivery Fees

Charges based on distance, speed, and storage, covering operational costs and creating an additional profit stream.

Targeted Advertising

Income from agri-input companies, fertilizer brands, and equipment suppliers targeting farmers on the platform.

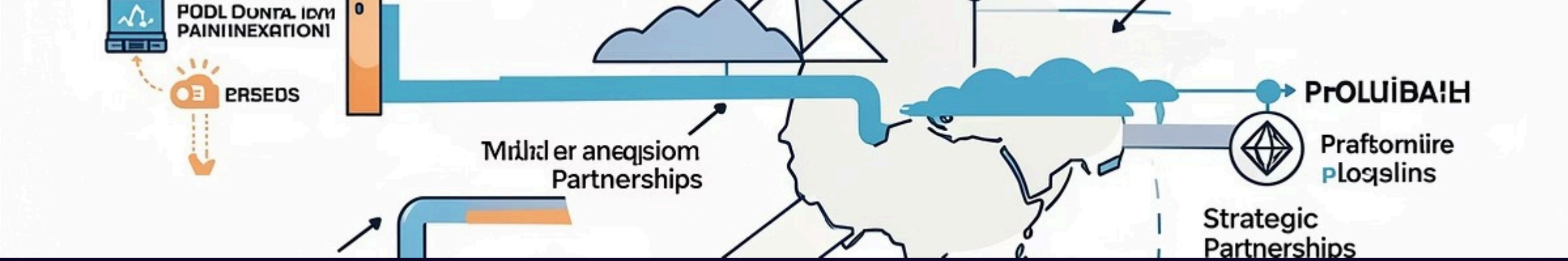
This combination builds a scalable, low-risk, and high-margin business model that grows with user adoption and market expansion.

Current Traction: Strong Pilot Results in Gwalior

FreshLinks' pilot operations in Gwalior demonstrate strong early tractionand clear

product-market fit. Within just three months, theplatform has successfully on boarded farmers, built an active customer base, and generated consistent monthly orders and revenue.

Efficient logistics partnerships and localised operations have enabled timely deliveries and high service reliability. Strong farmer participation and growing consumer demand reflect trust in the platform. With limited marketing and infrastructure, FreshLink has already achieved recurring transactions and sustainable revenue, validating its scalability and potential for expansion across Gwalior and neighbouring regions.



Growth Plan: Scaling for Rapid Expansion

FreshLinks' growth road map highlight saclear and scalable expansion strategy.The platform is positioned forrapid regional growth with strong targets for farmers, customers,orders, and revenue.

Supported by data-driven logistics, strong partnerships, and high retention rates, FreshLink aims to achieve sustainable profitability and long-term leadership in digital agriculture. This plan focuses on expanding market reach, enhancing operational efficiency, and continuously improving the user

experience to drive rapid adoption and sustained success.

Business Changes Driving Growth

FreshLinks ′projected growth will be driven by strategic business changes focuse don scale, efficiency, and customer experience.

1

Market Expansion

Expanding operations into multiple zones and nearby cities to increase market reach and order volume.

2

Farmer Empowerment

Structured farmer onboarding and training programmes to improve supply quality and consistency.

3

Logistics Optimisation

Stronger logistics partnerships and route optimisation using data and AI to reduce delivery time and costs.

4

Technology Upgrades

Investing in better app features and order management systems to enhance user engagement and retention.

5

Customer Loyalty

Referral programmes and loyalty incentives to accelerate customer acquisition at low cost.

6

Targeted Marketing

Digital and ground-level marketing to strengthen brand awareness in new regions.

FreshLink's Business Model: A Sustainable Ecosystem

FreshLink operates asa technology-driven,farm-to-consumer marketplace, connecting farmers directly with urban buyers,eliminating middlemen, and ensuring fair pricing. Farmers list produce,while consumers placeorders via a mobile app.

FreshLink manages aggregation, quality checks, packaging, and last-mile delivery through strategic logistics partners. Revenue is generated via transaction fees, subscription plans, logistics charges, and targeted advertising. AI-powered demand matching and data analytics optimise pricing and reduce waste. Blockchain-based traceability ensures transparency and trust, creating a sustainable ecosystem that increases farmer income, delivers fresh produce, and builds a profitable, high-growth agricultural platform for long-term expansion.

Funding Ask & Use of Funds

We are raising ₹15Lakhs to scale FreshLinks'operations,strengthenour technology,andexpand into new markets.

1

Technology Development

₹5,00,000 for platform upgrade, automation, and enhanced user experience.

2

Operations & Logistics

₹4,00,000 for delivery setup, team hiring, and process optimisation.

3

Marketing & Growth

₹3,50,000 for customer acquisition and brand building.

4

Market Expansion

₹2,50,000 to launch in new locations and foster vendor partnerships.

Why Invest in FreshLink?

Strong Market Opportunity

Indias' agri-supply and fresh produce market is growing rapidly with demand for tech-enabled delivery.

Proven Business Model

Direct sourcing, low wastage, tech-enabled operations, and repeat customers.

Early Traction

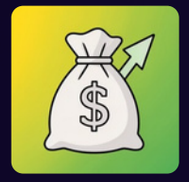
Growing customer base, consistent orders, strong supplier network, and positive unit economics.

Competitive Advantage

Faster delivery, better pricing, quality control, and local market understanding.

Founder-Driven Execution

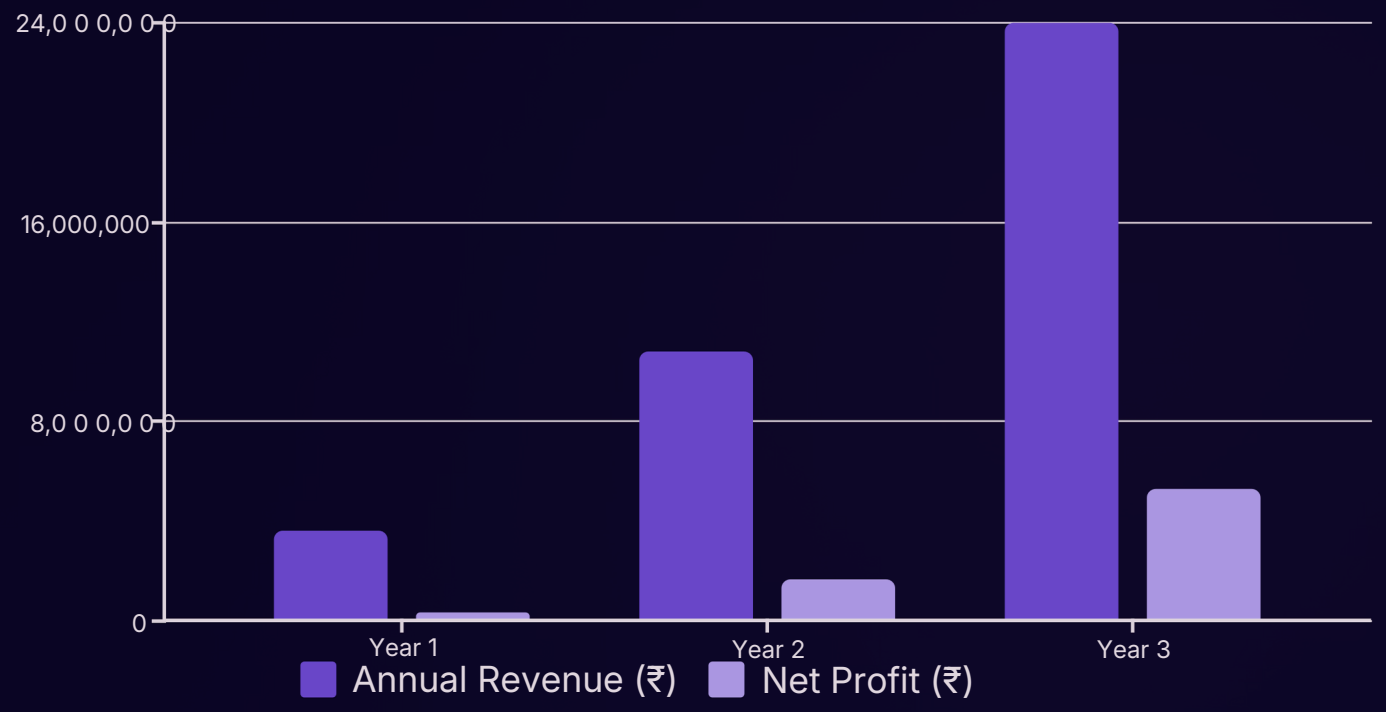
Led by a passionate, hands-on founder team focused on execution, scalability, and profitability.



High Return Potential

Clear path to profitability within 12–18 months with strong expansion plans.

Revenue & Profit Projection (3 Years)



Financial Forecast

Our projections show significant growth in both revenue and profit over the next three years, driven by increasing customer acquisition and improved operational efficiency.

Key Assumptions

- Avg order value: ₹500
- Orders per customer/month: 2–3
- Customer growth: 2.5x yearly
- Operational efficiency improves yearly

Why This Investment Matters

This funding will propel FreshLink from early-stage growth to a scalable, profitable business, creating long-term value for investors.

About Us – The Story of FreshLink

01

Our Origin

FreshLink was founded by Om Singh Tomar in Gwalior, after experiencing market inefficiencies: inconsistent quality, unpredictable prices, delayed deliveries, and middlemen control.

02

2+Years ofResearch & Ground Work

Before launch,over two years were spent understanding farmer challenges, studying pricing, testing supply models, building relationships, and learning logistics.

03

From Struggle to Scalable Business

Startingsmall, FreshLink optimised costs and improved service through customer feedback, operational discipline, technology, and strong vendor partnerships. Now, we serve paying customers, generate revenue, and operate profitably.

Our Mission & Vision

Our Mission

To build Indias' most trusted, efficient, and transparent fresh produce supply platform—benefiting farmers and consumers equally.

Our Vision

To expand FreshLink across multiple cities and become a market leader in tech-enabled fresh supply chains.

Founder’s Mindset & Leadership

The Founder Behind FreshLink

Om Singh Tomar started FreshLink with personal experience, deep market understanding, and strong determination. He personally handled all aspects from sourcing to delivery and customer service in the early days.

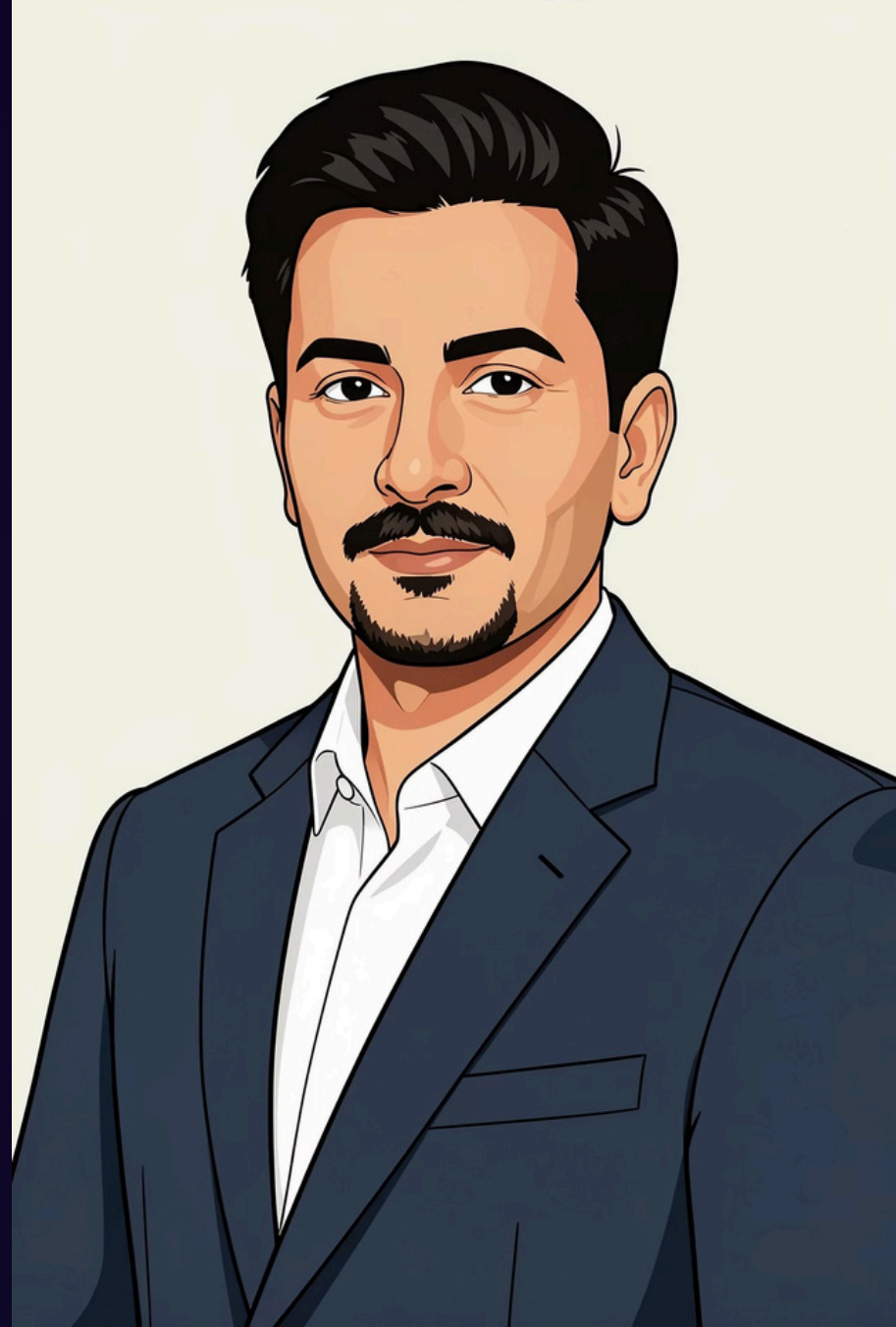
From Ground Reality to Scalable Systems

Om built FreshLink based on real customer pain points, focusing on building solutions, systems, data-driven decisions, and growth with profitability. Every decision prioritises long-term sustainability.

Founder’s Commitment

> “I am committed to building FreshLink in to a national brand that stands for trust,efficiency, and fair value—for customers,partners, and investors.””

— Om Singh Tomar



Thank You

We sincerely appreciate the opportunity to present FreshLink. This is not just a business; it is a mission to fix a broken system and build a scalable, profitable platform.

With your support, we aim to create long-term value for customers, partners, and investors.

Let’s Build the Future Together

- Based in: Gwalior, Madhya Pradesh
- Email: www.freshlink@gmail.com
- Contact: 7987158480