omnivore

Impact Report

Omnivore Fund 1

FY2022-23

Foreword

Through two years upended by the pandemic and the subsequent worldwide economic turmoil, India's agritech sector has grown dramatically. With breakthrough technologies changing the lives of smallholder farmers and rural communities, all eyes are on the agritech ecosystem to make agriculture a source of sustainable growth, livelihoods, and remunerative jobs for tens of millions of Indians.

Over the past decade, Omnivore has helped to forge a deep and impactful agritech ecosystem, supporting entrepreneurs in building the future of agriculture and food systems across India. We expect the impact of the agritech sector to accelerate in the coming decade. The The challenges of enhancing smallholder profitability, strengthening farmer resilience, promoting agricultural sustainability, and catalysing climate action are becoming more critical with each passing year. India is among the most climate-vulnerable countries and already struggles with rising temperatures, fluctuating precipitation, and terrible water scarcity.

This report documents the positive social and environmental impacts of portfolio companies backed by our first fund which we launched in partnership with Godrej Agrovet, one of India's foremost diversified agribusiness companies. These startups were early entrants in the agritech ecosystem, and grew despite poor internet access, low smartphone penetration, and limited digital payment infrastructure. Their perseverance in overcoming these hurdles to provide technology solutions for farmers is remarkable. We hope this report proves to be an insightful and inspiring read.

We would also like to take this opportunity to thank our Advisory Board members, who have worked closely with Omnivore to develop our impact policy and metrics. We are grateful for their time, expertise, and support.

We hope this report proves to be an insightful and inspiring read.

Mark Kahn
Managing Partner

Jinesh Shah
Managing Partner

Introduction to Omnivore

Omnivore is an impact venture capital firm, based in India, which funds entrepreneurs building the future of agriculture and food systems.

Omnivore Partners Fund 1, which began in April 2012, was the first dedicated venture capital fund for agritech in India. Godrej Agrovet, one of the largest agribusiness companies in India, was Omnivore's corporate sponsor, general partner and anchor investor. A total of USD 35 Mn was raised for Fund 1 and invested across 13 companies, 6 of which remain active as of March 2023.

Our investment philosophy

Our investment themes

Farmer Platforms and Fintech

Digital platforms providing solutions for farmers, including access to inputs, market linkages, advisory/extension, storage, farm equipment, and credit/insurance

B2B Agri Marketplaces

Digital marketplaces that transform value chains for farm inputs or agricultural outputs

Farm to Consumer (F2C) Brands

Brands (CPG, QSR, e-grocery) that source directly from farmers and supply fresh, traceable foods to consumers

Precision Agriculture

Technologies to help farmers raise crop yields and optimize resource utilization, including robotics, drones, IoT, remote sensing, and automation equipment

Post-Harvest Technologies

Innovative midstream technologies for food quality and safety, traceability, storage, logistics, and food processing

Agrifood Life Sciences

Innovative biological products that facilitate sustainable agriculture; novel foods and ingredients that promote sustainable consumption

Our impact philosophy

Our portfolio companies create significant impact for smallholder farmers, rural communities, and the environment. We believe a robust impact policy and measurement process are critical to achieving our vision of transforming Indian agriculture and food systems. Specifically, they can:

- **Help us understand on-ground impact and identify 'what works'**

  By capturing the different facets and extent of impact created by our portfolio, we can develop a better understanding of the business models and solutions that create impact. This will allow us to sharpen our impact hypotheses for future investments.

- **Enable us to 'course-correct' as needed**

  Robust impact measurement systems can help us monitor the impact achievements of our portfolio companies and facilitate course corrections if necessary.

- **Build a more informed agritech and impact investment ecosystem**

  By publicly sharing our impact metrics, we can inform the broader agritech and impact investment ecosystem's shared understanding, and catalyze funding to areas and solutions with demonstrated ability to unlock impact.

Our Theory of Change

Omnivore's Theory of Change (TOC) is based on four key pillars that we believe are critical to drive agricultural prosperity, transform food systems, and promote climate sustainability in India.

Drive Agricultural Prosperity, Transform Food Systems, and Promote Climate Sustainability in India

Increasing Smallholder Profitability

- Raising farm yields
- Reducing farm expenditures
- Securing better prices for farm outputs

Enhancing Smallholder Resilience

Providing access to innovative finance, risk management solutions, steady/ augmented sources of income, and improved market dynamics

Improving Agricultural Sustainability

- Optimizing consumption of natural resources and farm inputs
- Minimizing wastage and spoilage

Catalyzing Climate Action

- Mitigating GHG emissions from agriculture*
- Promoting climate adaptation for smallholder farmers and food systems
- Increasing area under sustainable and regenerative cultivation

*Omnivore reviews and updates its climate strategy in line with emerging findings and learnings about climate change and its impact on agriculture

Our impact metrics

We track meaningful and practical metrics that can best capture the impact of Omnivore's portfolio. Our metrics aggregate well across diverse agritech portfolio companies. Moreover, our metrics keep a sharp focus on practicality of measurement given the early-stage nature of portfolio companies with limited resources and the data-scarce agricultural context of India.

Omnivore's impact metrics

THEME	SUB-THEME	METRICS
1. Reach		
Farmer Reach		Number of SHF* linked to all portfolio companies (#)
2. Ecosystem Impact		
Catalytic Capital		Finance catalyzed into agritech sector (USD)
Jobs Created		Direct employment within portfolio companies (#)
Gender Impact		Proportion of portfolio company employees who are women (%)
3. Outcomes		
Smallholder Profitability		Amount of economic value created for SHF (USD)
Smallholder Resilience	Absorptive capacity	Insurance coverage enabled (USD)
	Adaptive capacity	Credit accessed / loans enabled (USD)
	Transformative capacity	Sales to resilient (organized) value chains - processors, aggregators, exporters (USD)
Agricultural Sustainability		Reduction in chemical use (kg) | Reduction in food waste (MT)
Climate Action	Climate mitigation	Amount of GHG emissions avoided/ mitigated (MT of CO2 eq.)
	Climate resilience	Area under sustainable cultivation: reduced energy use, chemical use, water use (Ha) | Reduction in water consumption (L)

*SHF - Smallholder farmers in India

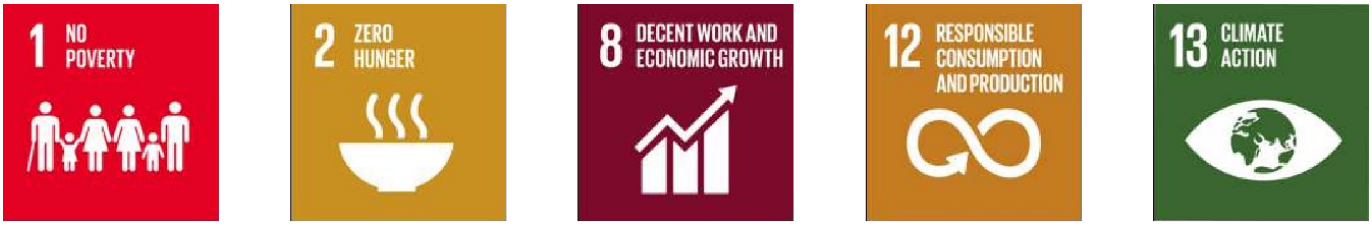
Our impact approach and metrics* are aligned with key international impact frameworks.

Impact standard	Description	Industry adoption (% of GIIN members aligned to standard*)	Our alignment
SDGs	UN's 17 sustainable development goals for 2030	73%	Our metrics map to **5 'primary' SDGs**, along with 4 'secondary' ones
GIIN's IRIS+	Key metrics to capture impact for various outcomes	46%	All of our **impact metrics are based on**/ slight modifications of **IRIS+**
Operating Principles for Impact Management	Broad principles and processes to guide impact management	18%	We have signed-on and become the 1st **signatory from India**
UN Principles for Responsible Investment	ESG-focused principles with 3,000+ global signatories	29%	We have signed-on to and comply with UN PRI
Impact Management Project (IMP) framework	Guiding framework to assess holistic impact picture	32%	Our impact metrics **cover all 5 key components** of framework omnivore

*Guiding framework to assess holistic impact picture

Omnivore's investments are aligned with 9 UN Sustainable Development Goals (SDGs)*.

Primary SDGs



Secondary SDGs

*See Annex for more details on our impact metrics and approach, and impact across the SDGs

Our portfolio impact - Omnivore Fund 1

Our Fund 1 portfolio companies formed the first wave of pioneering agritech companies in the early to mid-2010s. At the beginning of the last decade, rural India looked very different from the present – smartphone adoption was negligible, mobile data was expensive, rural users were unfamiliar with digital content and interfaces, and there was no digital payments infrastructure to facilitate transactions. In this nascent ecosystem, our portfolio companies launched innovative products and business models, including IoT-based milk collection machines, weather forecasting websites, solar-powered micro cold storage systems, and novel pest control solutions.

Overview of Fund 1 portfolio

Farmer Platforms and Fintech

GRAMCOVER

B2B Agri Marketplaces

Farm to Consumer (F2C) Brands

Precision Agriculture

skymetweather.com

Post-Harvest Technologies

stellapps

ecozen

FR8

Agrifood Life Sciences

Barrix

Snapshot of impact – Omnivore Fund 1

Reach

8.7 Mn

Smallholder farmers reached

Smallholder profitability

$948 Mn

Economic value created for smallholder farmers

Climate action

266,144

Area under sustainable agriculture

3.5 Bn litres

Reduction in water use

3 Mn

Amount of CO_2 eq. GHG emissions avoided

Ecosystem Impact

$76 Mn

Capital catalyzed into agritech startups

11,436

Employment created by portfolio companies

Smallholder Resilience

$4.7 Bn

Insurance coverage enabled

$1.5 Bn

Farm produce sole to organized buyers

$540 Mn

Loans enabled to smallholder farmers

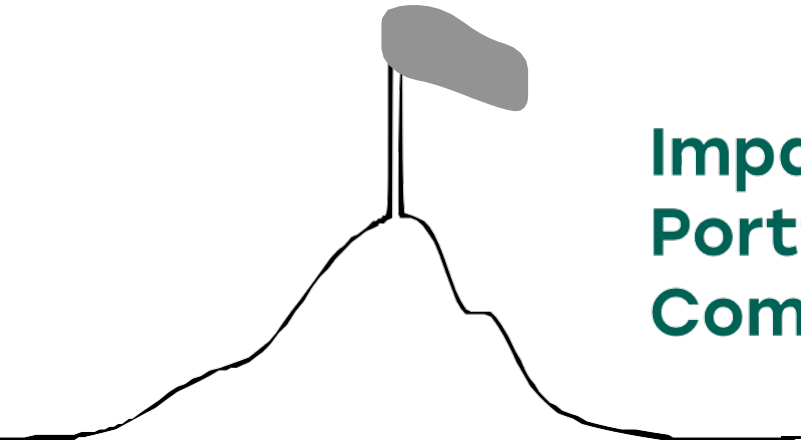
Agricultural Sustainability

6.8 Mn kg

Reduction in chemical pesticide and fertilizer use

63,63,831 Mn

Reduction in food waste



Impact of Portfolio Companies

Barrix
One for everyone

2013
Date of initial investment

Agrifood Life Sciences

Barrix develops eco-friendly and affordable integrated pest management (IPM) technologies as an effective alternative to chemical insecticides, facilitating sustainable agriculture for smallholder farmers.

India has over 6,369 known insect species that destroy crops, resulting in a ~23.3-percent loss, equivalent to USD 17.3 Bn per year. However, the chemical pesticides that farmers use to manage pests have widespread side effects, remaining as residue in the food chain, polluting water sources, and impacting farmers' own health.

Barrix has a range of 10+ patented, innovative integrated pest management (IPM) technologies, including pheromone traps, that can replace chemical pesticides while effectively controlling pests. It also develops eco-friendly crop nutrition solutions to replace chemical fertilizers and increase yields. Using these solutions, Barrix has brought ~266,000 hectares under sustainable cultivation, reducing pesticide use by 6.8 Mn kg and saving 3.5 Bn litres of water used in spraying.

Reach

378,000
Farmers reached

Ecosystem impact

$ 2 Mn
Capital catalyzed

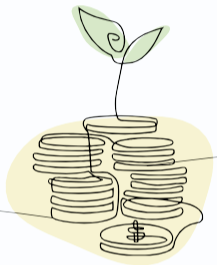
124
Jobs created

22%
Jobs for women

Smallholder Profitability

$ 57.1 Mn

Economic value created

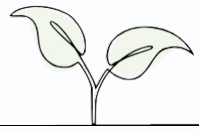


Barrix's pest management and crop nutrition solutions have helped farmers increase yields by 8% and reduce expenditure on chemical pesticides and fertilizers, increasing revenue by USD 52.3 Mn and reducing costs by a collective USD 4.8 Mn.

Agricultural Sustainability

6.8 Mn kg

Reduction in chemical use



Barrix products reduce the number of pesticide sprays needed by 50%, preventing 12 kg of pesticide use per hectare per year and promoting better soil health.

Climate Action

25,500 MT

GHG emissions avoided

Barrix's nutritional solutions reduce fertilizer usage by 50%, which reduces the amount of nitrogen emissions from fertilizer application.

266,000 hectares

Area under sustainable cultivation

The solutions are enabling 378,000 smallholder farmers, owning 0.75 hectare on average, to practice sustainable agriculture that protects their long-term livelihoods and the environment.

3.5 Bn litres

Reduction in water use

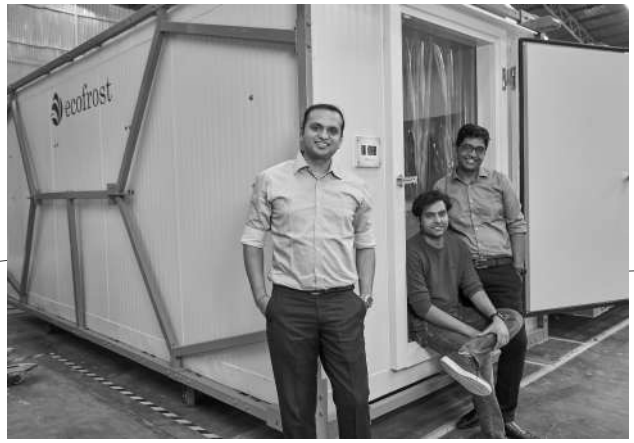
By reducing the number of pesticide sprays, Barrix is also leading to water savings of 6000 litres per hectare per year, and increasing climate resilience of farms.

ecozen

2015
Date of initial investment

Post-Harvest Technologies

Ecozen's products help farmers who grow perishable fruits and vegetables to increase their yields, store their produce longer, and realize higher incomes by avoiding wastage.



Farmers in India growing perishable fruits and vegetables can lose upto 20-30% of the produce due to lack of close storage, especially near farms. This leads to high economic losses as well as significant food wastage. To address this, Ecozen has developed EcoFrost, a solar-powered portable cold room based on thermal energy that enables on-farm cold storage of produce immediately after harvest. EcoFrost has helped prevent food waste of 660,000 MT and generate economic value of USD 754 Mn for farmers.

The company also offers Ecotron, a smart controller for irrigation pumps that reduces diesel use on farms, saving costs and avoiding emissions

Reach

139,918
Farmers reached

Ecosystem impact

$ 31 Mn
Capital catalyzed

523
Jobs created

3%
Jobs for women

2%
Managerial roles occupied by women

Smallholder Profitability

$745 Mn

Economic value created

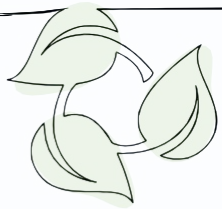
Ecozen has generated significant value for farmers by preventing losses due to food wastage with Ecofrost units.

Agricultural Sustainability

657,695 MT

of food waste avoided

With 75,000 MT of EcoFrost cold storage installed, the company has prevented wastage of 660,000 MT of food.



Climate Action

591,831 MT

of CO2 eq. GHG emissions avoided

Ecozen has significantly reduced GHG emissions in the food value chain by preventing wastage of food that does not need to be produced again. Further, it is also preventing GHG emissions by lowering the use of diesel pumps on farms.

2016

Date of initial investment

Post-Harvest Technologies

FR8 is a technology-driven logistics service provider, offering long-haul trucking solutions to large corporates and SMEs.

FR8 is one of the largest digital truck brokerage networks in India, providing on-time loads to 2 Mn+ truck owners and helping businesses improve efficiency. At the time of Omnivore's investment, FR8 was focusing on the agribusiness ecosystem but has gradually pivoted away from the sector as it has grown; thus we haven't incorporated the impact created by FR8 in our aggregate metrics.

Ecosystem impact

$2 Mn

Capital catalyzed

407

Jobs created

16%

Jobs for women

4%

Managerial roles occupied by women

2016

Date of initial investment

Farmer Platforms and Fintech

GramCover is a digital platform that is pioneering the rural insurtech space.

Gramcover is the leading insurtech platform for rural India that is de-risking 4 mn farmers by leveraging technology, last-mile, agent-led distribution and data-driven underwriting

Gramcover works with India's leading insurers to develop need-based, affordable products for rural India – from weather-based crop insurance to livestock and tractor insurance. Its digital platform allows its network of 1500+ agents across India to onboard users within 3-4 minutes, facilitate UPI payments and issue digital policies

Rural India Insurance

97% NOT ADEQUATELY INSURED — LIFE

70% POLICY NOT RENEWED — MOTOR (TWO-WHEELERS)

65% OUT OF POCKET EXPENSES ON HEALTH — HEALTH

70% UNINSURED — CROPS

90% UNINSURED — LIVESTOCK

Reach

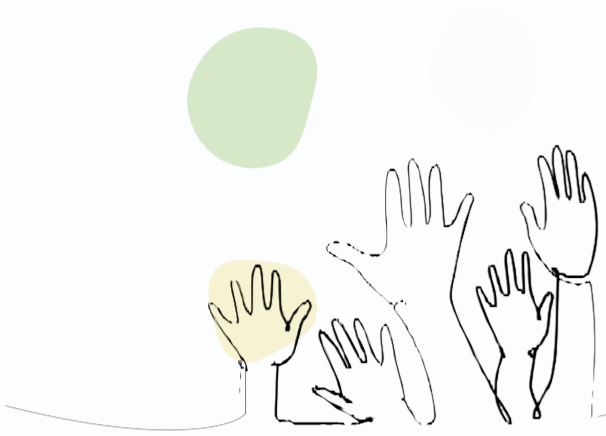
4 Mn

Farmers reached

Ecosystem impact

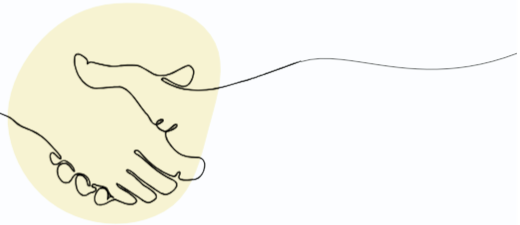
$ 9.2 Mn

Capital catalyzed



407

Jobs created



15%

Jobs for women

1%

Managerial roles occupied by women

Smallholder Resilience

$4.6 Bn

Insurance coverage enabled

Gramcover has enabled insurance coverage for 4 Mn smallholder farmers. It is a key partner for the Indian government's subsidized crop insurance schemes, reducing farmers' risk of losses due to adverse weather conditions. By enabling coverage of USD 4.6 bn, GramCover is helping farmers avoid catastrophic losses that can push them into asset sales or debt traps

skymetweather.com

2011
Date of initial investment

Precision Agriculture

Skymet is India's go-to-weather platform and the largest private weather company in the country.

Skymet provides real-time weather information and forecasts that are more accurate, reliable, and user-accessible than public weather services in India. Skymet's website serves over 2 million users monthly, including farmers looking for reliable weather forecasts to guide their production decisions. Skymet's weather and agricultural data bank and network of weather stations across the country has been critical in disbursing farmer credit, enabling insurance product design, and facilitating insurance settlement to farmers across India.

Reach

851,000
Farmers reached

Ecosystem impact

$14 Mn
Capital catalyzed

197
Jobs created

3%
Jobs for women

4%
Managerial roles occupied by women

Skymet's nation-wide network of 5,500+ automatic weather stations and proprietary agriculture databank has allowed banks and financial institutions to develop farmer credit scores and disburse loans amounting to $530 Mn among 850,000+ farmers

Smallholder Resilience

$537 Mn
Loans enabled

stellapps
Smart Systems, Stellar Applications.

2013
Date of initial investment

Post-Harvest Technologies

Stellapps is full stack dairy platform, including a data-driven omnichannel marketplace for inputs and services, embedded fintech solutions for member farmers, and wholesale B2B milk supply with end-to-end digital traceability.

While India has 75 Mn+ dairy farmers, most of them are smallholders owning two to three cows or buffalos and having milk productivity that is as low as 1/10th of that in developing countries. These smallholder farmers face a number of challenges including a lack of preventive healthcare information, sub-standard veterinary care, and limited access to credit to invest in farm operations. Further, the dairy value chain in India is plagued with problems of wastage, adulteration, and poor traceability.

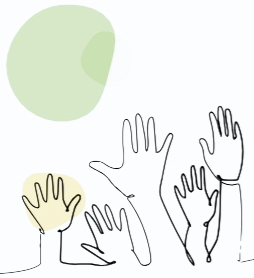
Stellapps is leveraging IoT technology to address these challenges and drive the growth of India's dairy sector. Its 'smartAMCU' product ensures quality and traceability of more than 5.7 Bn litres of milk per year, helping increase incomes for 3.4 Mn dairy farmers. Its 'mooON' application is enabling live health monitoring and improving productivity of more than 65,000 cattle. Finally, its IoT-based solutions for milk-chilling centres are reducing spoilage and have helped avoid over 2 Mn MT of CO_2 eq. GHG emissions

Reach

3.38 Mn
Farmers reached

Ecosystem impact

$ 18 Mn
Capital catalyzed



10%
Jobs for women

691
Jobs created

11%
Managerial roles occupied by women

Smallholder Profitability

$ 153 Mn

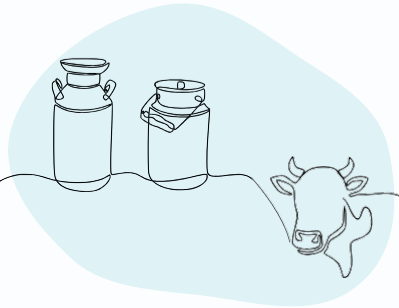
Economic value created

Stellapps has generated USD 165 Mn in additional revenue by enabling smallholder farmers to receive a higher price for milk for which quality and traceability is ensured. Its mooON application for cattle has reduced health expenditure by an average of 10% and is also lowering administrative costs for farms, for total savings of USD 15 Mn

Smallholder Resilience

$ 1.5 Bn

Organised sales

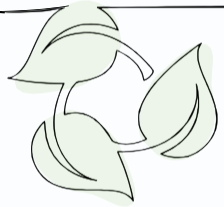


Stellapps facilitates sales of 5.7 Bn litres of milk per year through its system for which farmers get predictable prices due to the company IoT-based milk quality assessment

Agricultural Sustainability

5.7 Mn MT

Food waste avoided



Stellapps technology-based solutions optimize the storage and cooling of milk at various parts of the value chain. This prevents spoilage of 5% of milk as compared to traditional milk cooling systems.

Climate Action

2.4 Mn MT

of CO2 eq. GHG emissions avoided

The company is significantly reducing GHG emissions by preventing wastage of milk that does not need to be produced again. Further, it is also optimizing diesel usage for bulk milk coolers (BMCs) across India's dairy supply chain.

Annex – Methodology

Impact assessment process

We follow the process outlined below for impact measurement:

a. **Identify relevant metrics for companies:** For each company, Omnivore identifies relevant outcome pillars and metrics.

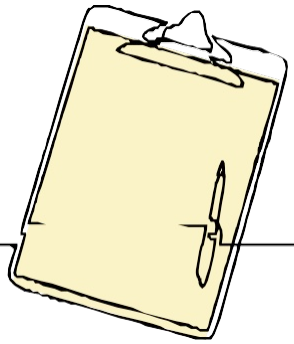
b. **Collect data against relevant metrics:** We then collect data against identified metrics usinf a mix of company-reported MIS data and secondary benchmarks.

c. **Aggregate into portfolio impact picture:** Finally, we aggregate data on impact metrics from different companies into a consolidated impact picture and narrative for the portfolio.

Impact calculations

We combine data captured by the MIS systems of our companies with standard secondary datapoints to calculate impact. For instance, company datapoints around amount of cold storage installed, utilization rates for storage units, and average percentage reduction in wastage seen by farmers help us calculate the total food waste avoided by cold storage solutions in a year. We then multiply this by the average emissions profile of certain fruits and vegetables (based on standard estimates by international experts) to calculate the amount of emissions avoided because the food that was earlier being wasted does not have to be grown again.

We have calculated annual impact created by a portfolio company between the financial year when Omnivore first invested into the company and March 2023, and aggregated figures across companies to arrive at the total impact estimates.



Annex - Impact metrics across SDGs

Primary SDGs

1 NO POVERTY	Economic value created for smallholder farmers	$ 948 Mn
	Loans enabled	$ 540 Mn
	Sales to organized players	$ 1.5 Bn
2 ZERO HUNGER	Economic value created for smallholder farmers	$ 948 Mn
	Sales to organized players	$ 1.5 Bn
	Insurance coverage enabled	$ 4.7 Bn
	Loans enabled	$ 540 Mn
	Area under sustainable agriculture	266,144 hectares
	Capital catalysed	$ 76.5 Mn

8 DECENT WORK AND ECONOMIC GROWTH	Economic value created for smallholder farmers	$ 948 Mn
	Jobs created	11, 436
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Reduction in chemical use	6.8 Mn kg
	Reduction in food waste	6.3 Mn MT
	Reduction in water use	3.5 Bn L
13 CLIMATE ACTION	Reduction in water use	3.5 Bn L
	Area under sustainable agriculture	266,144 hectares
	GHG emissions avoided	3 Mn MT (Co2 eq.)

Secondary SDGs

5 GENDER EQUALITY	Proportion of women employees in portfolio copmanies	14%
6 CLEAN WATER AND SANITATION	Reduction in chemical use	6.8 Mn kg
	Reduction in water Use	3.5 Bn L

7 AFFORDABLE AND CLEAN ENERGY	GHG emissions avoided	3 Mn MT (Co2 eq.)
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	Loans enabled	$ 540 Mn

Note: Impact numbers have been rounded off for easier understanding. Exact metrics are available in the next page

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FY2022-23

Funding Enquires
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Find us on