



Fund 2: Impact Report

FY 2022-23



Foreword

Amid the gloom of the economic downturn, the Indian agritech sector stands as a bright spot, steadily inching towards a greener future. But the optimism rests on the shoulders of Indian farmers, vulnerably positioned on the frontlines of climate change as rising temperatures and erratic rains threaten livelihoods. How deftly technology can bolster resilience - spurring sustainable farms and secure livelihoods for the millions who feed the nation - will reshape India's food story for generations to come.

The challenges of enhancing smallholder profitability, strengthening farmer resilience, promoting agricultural sustainability, and catalysing climate action have become critical with each passing year. Over the past decade, Omnivore has played a vital role in nurturing a robust ecosystem that supports entrepreneurs in shaping the future of agriculture, food systems and climate action across India. We anticipate that the impact of these ground-breaking technologies will accelerate further over the coming years.

This report documents the positive social and environmental impacts of portfolio companies backed by Omnivore's second fund, from which we started investing in 2018. This generation of entrepreneurs has delivered remarkable scale over the years, and we are pleased to share their impact on smallholder farmers and human society as examples of what is possible in India going forward.

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

Omnivore: Over a decade of impact

3

Funds

USD 300 million+

Total AUM

33

Active portfolio
companies (Fund 1
and Fund 2)

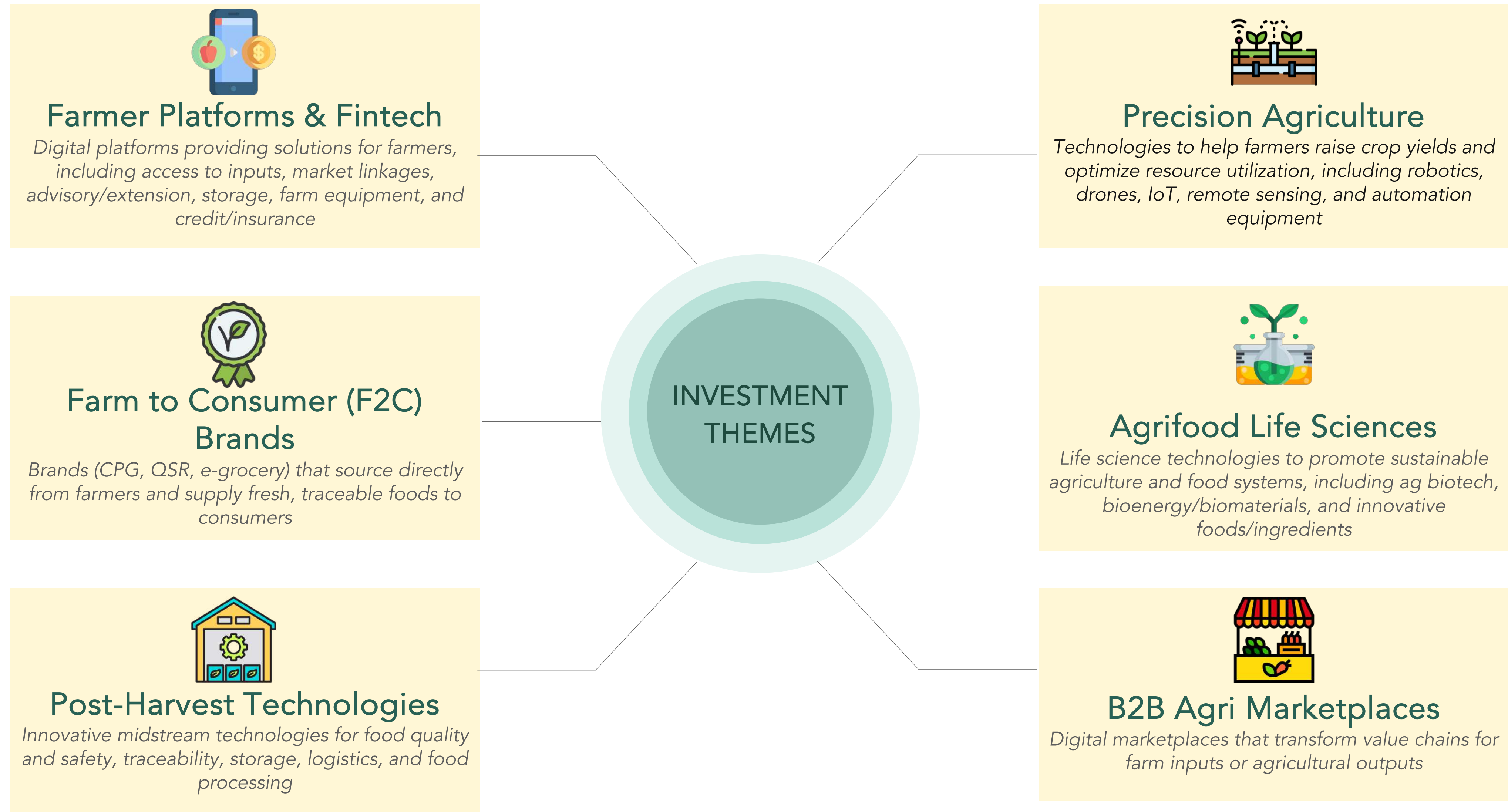
USD 570 million

Total equity + debt funding raised by our
portfolio companies

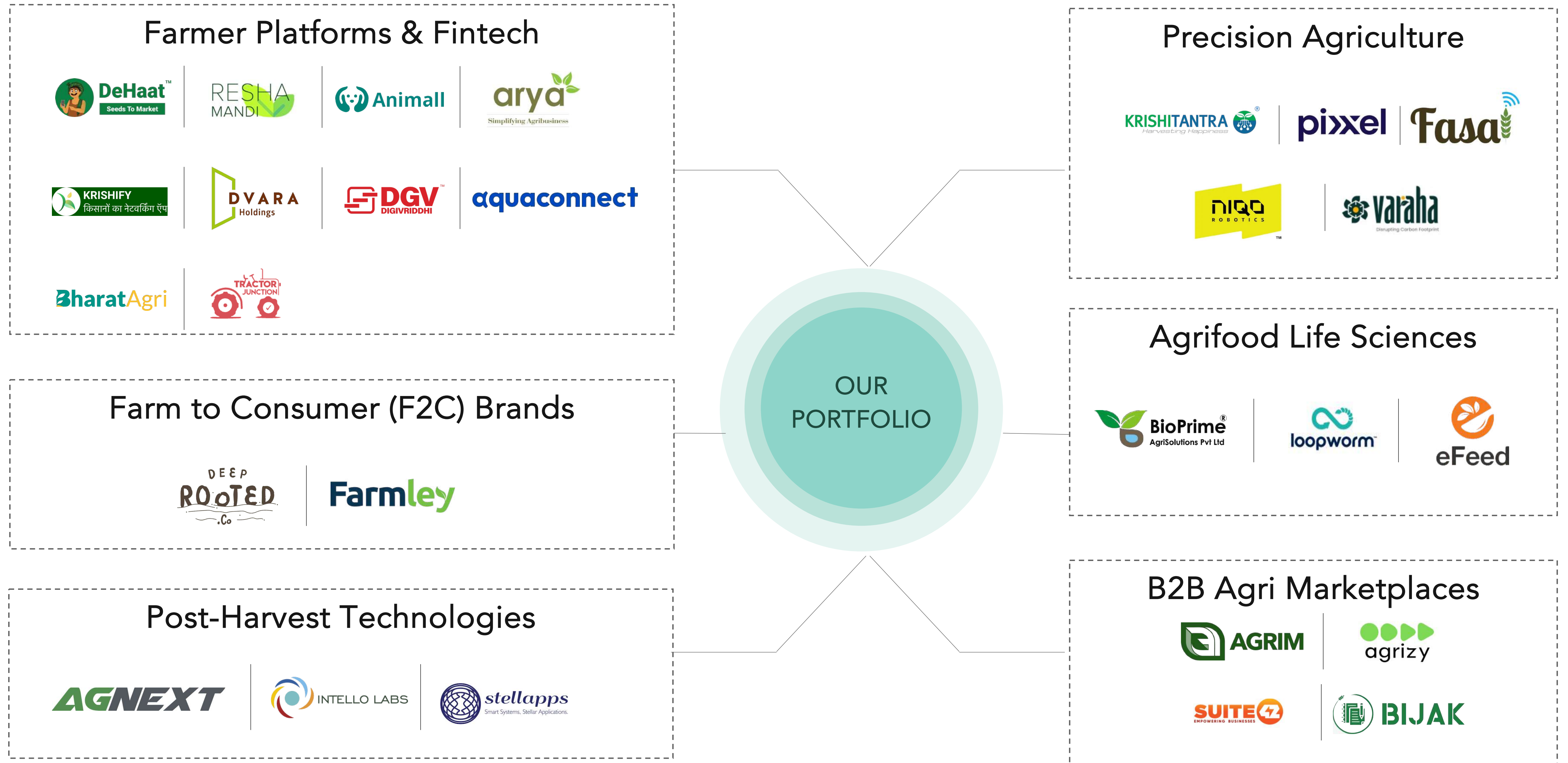
USD ~2 billion

Cumulative value of our portfolio
companies

Fund 2 | Six investment themes that fuel smallholder agriculture



Fund 2 | 27 start-ups as of 31st March, 2023



Our Theory of Change

Driving agricultural prosperity, transforming food systems, and promoting 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 and risk management solutions



Steady/augmented sources of income, and improved market dynamics

Improving Agricultural Sustainability



Optimizing consumption of natural resources & farm inputs



Minimizing waste & spoilage

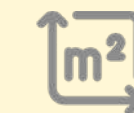
Catalyzing Climate Action



Mitigating GHG emissions from agriculture



Promoting climate adaption for smallholder farmers and food systems



Increasing area under sustainable and regenerative cultivation

Leaders in impact investing

Pioneers in Indian impact investing



First signatory from India to the Operating Principles of Impact Management (OPIM)



Selected for IA50 for third year in a row



Verified by BlueMark



Awarded Best Social Impact VC by the Indian Venture Capital Association

Alignment with international standards



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

Primary SDGs



Secondary SDGs



The background image shows two men in a field. The man on the left is wearing a light-colored shirt and a turban, and is looking towards the camera. The man on the right is wearing a light-colored shirt and is using a tool to work the soil. The image is overlaid with a semi-transparent teal color.

Our Impact Metrics

Cumulative impact of Fund 2 portfolio companies



REACH

11.4 Mn

Farmers reached



SMALLHOLDER RESILIENCE

\$9 Mn Insurance coverage enabled

\$1.2 Bn Loans enabled

\$3.1 Bn Sales to resilient value chains



CLIMATE ACTION

38 Mn MT CO2 eq.
GHG emissions avoided

7.3 Mn Hectares
Area under sustainable cultivation

29 Bn Liters
Reduction in water use



SMALLHOLDER PROFITABILITY

\$1.44 Bn

Economic value created



AGRICULTURAL SUSTAINABILITY

91 Mn kg
Reduction in chemical use

7.6 Mn MT
Food waste avoided

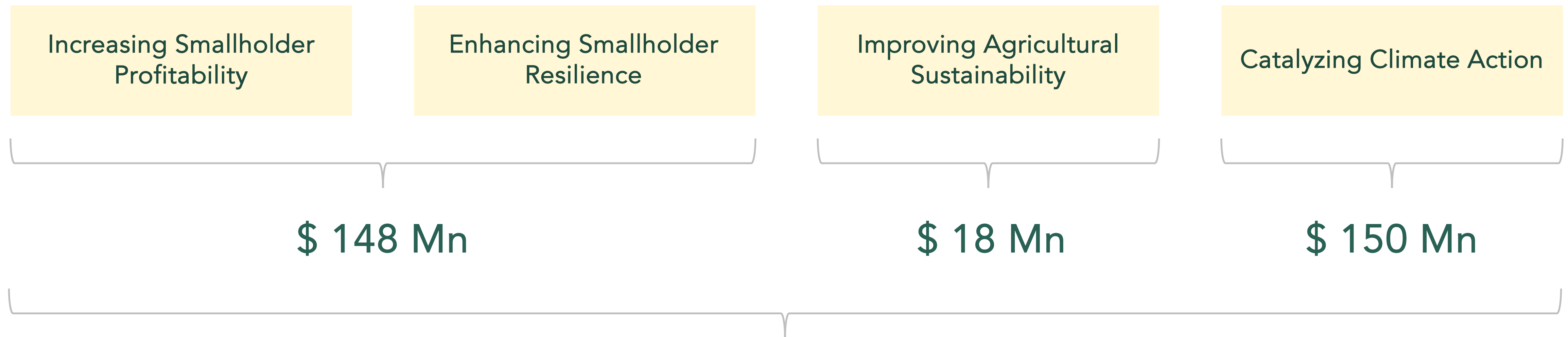


ECOSYSTEM IMPACT

11,273 Jobs created	11% Managerial positions held by women
11% Jobs held by women	\$570 Mn Capital catalyzed into the ecosystem

For every \$1 invested, our portfolio companies created ~\$4 worth of social impact

Economic value* of social impact catalyzed across our Theory of Change pillars



Total economic value of social impact catalyzed: \$ 317 Mn

Omnivore investment amount (as of March 2023): \$ 67 Mn

Social return on investment (SROI): 4x

* Economic value of social impact catalyzed = Social impact x economic value conversion factor x ownership stake for Omnivore x deadweight (impact that would have been created without Omnivore investment)

The background image shows two men in a field. The man on the left is wearing a light-colored shirt and a turban, and is looking towards the camera. The man on the right is wearing a light-colored shirt and a backpack, and is using a metal detector. The image is overlaid with a semi-transparent teal color.

Deep-dive into Impact Metrics

1 | Smallholder farmers reached

11.4 Mn
smallholder farmers

Types of farmers



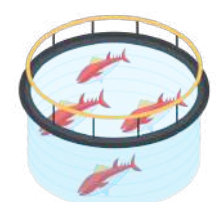
Dairy

5.9 Mn



Horticulture & grain

5.5 Mn



Aquaculture

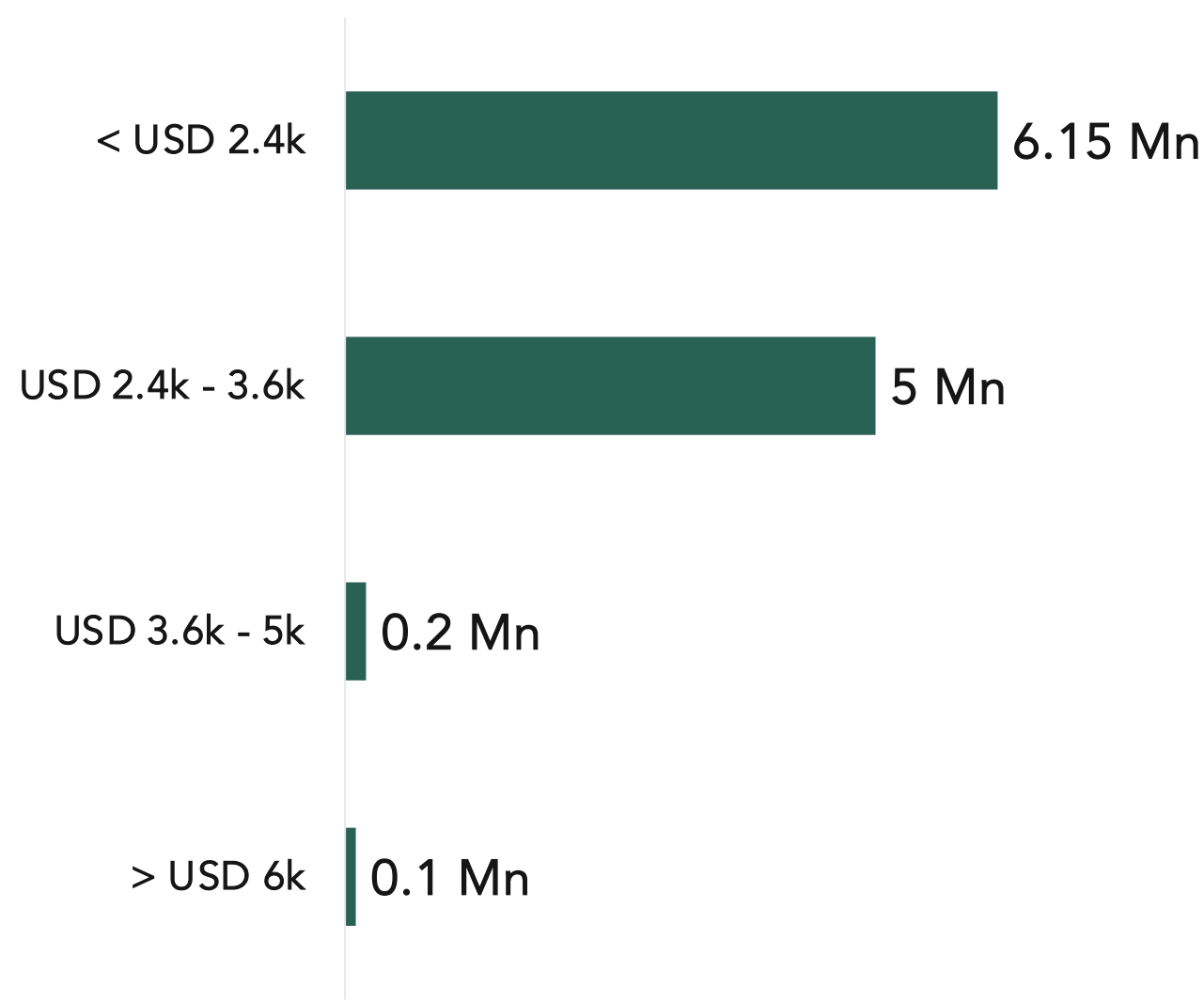
24K



Sericulture

11K

Household income distribution



Impact on women farmers



190k women farmers received higher incomes from dairy farming



650k women farmers obtained reliable information on weather and prices

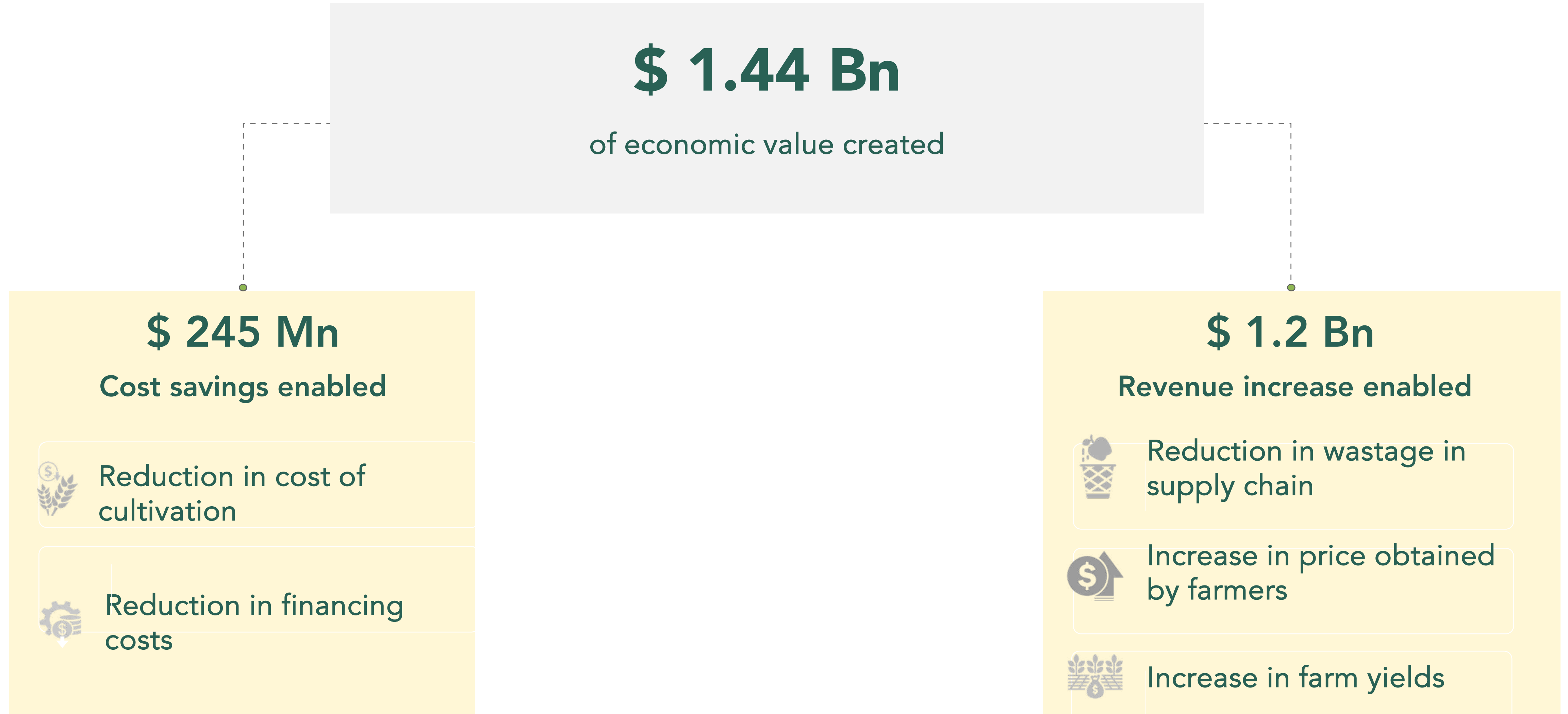


50k women farmers have access to institutional credit and formalized banking



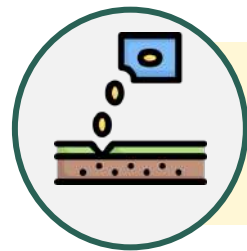
36k women farmers obtained reliable advisory on animal feed and nutrition

2 | Economic value for smallholder farmers created



2.1 | Cost savings enabled

\$ 245 Mn cost savings



Reduced cost of cultivation



Lower financing cost

BharatAgri

Animall

BioPrime
AgriSolutions Pvt Ltd

arya.ag

10% reduction in costs

BharatAgri's crop advisory product optimizes the use of pesticides & agrochemicals

8% reduction in costs

Animall drives efficiency for smallholder dairy farmers across the space of buying and selling cattle, enabling a reduced cost of trade

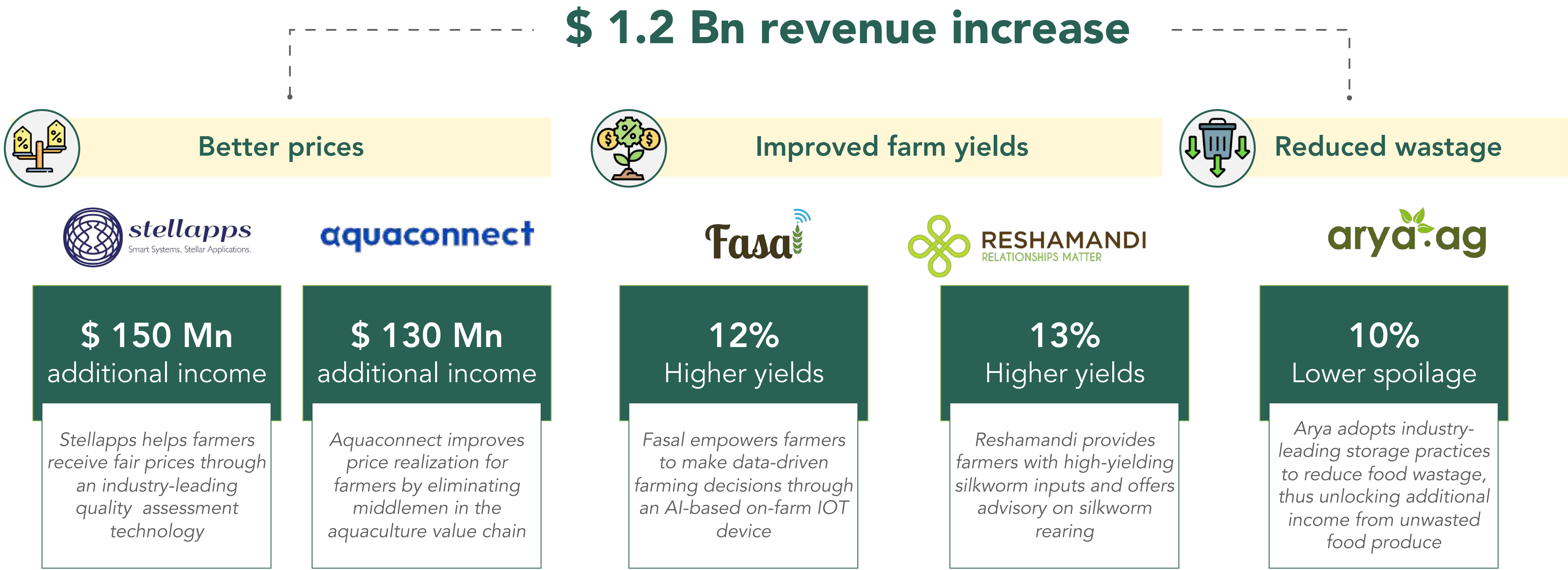
14% reduction in costs

BioPrime manufactures low-cost biological crop input products that can be used as alternatives to agrochemicals

7% lower interest rate

Arya enables farmers to store produce and utilize it as collateral to borrow from formal financial institutions

2.2 | Revenue increase enabled



3 | Loans and insurance coverage enabled



Financial institutions

arya.ag

\$ 1.1 Bn loans

Arya is an NBFC (non-banking financial company) that lends directly to farmers using farm produce stored in Arya's warehouses as collateral



Facilitator platforms (embedded fintech)

DeHaatTM

aquaconnect



\$ 5 Mn loans

Farmer platforms leverage farmer data, existing farmer relationship, and on-ground partner ecosystem to facilitate loans and insurance from banks and financial institutions

DeHaatTM

aquaconnect



\$ 9 Mn insurance

4 | Sales to resilient value chains

\$ 3.1 Bn worth of produce sold

Marketplaces and platforms

Value chain enablers

aquaconnect

RESHAMANDI
RELATIONSHIPS MATTER

Farmley

stellapps
Smart Systems. Stellar Applications.

BIJAK

\$11.6 Mn
worth of produce
exported

*Aquaconnect
eliminates middlemen
& enables instant
payments to
aquaculture farmers*

B2B Exports

\$48 Mn
worth of produce sold

*Reshamandi bridges
information asymmetry
across the silk value
chain*

B2B Domestic

\$79 Mn
worth of produce
sold

*Farmley provides
reliable demand for
nuts and dried fruit
farmers through a D2C
sales channel*

D2C

\$1.5 Bn
worth of milk sales
facilitated

*Stellapps helps farmers
receive fair prices
through an industry-
leading quality
assessment technology*

Processing

\$540 Mn
Worth of produce
sales facilitated

*Bijak helps farmers
make informed trading
decisions through
transparent ratings on
buyers*

Logistics

5 | Reduction in chemical use

91 Mn kg of chemical use reduction



49 Mn kg
of pesticides & fertilizers

BioPrime manufactures biological crop input products that can be used as alternatives to agrochemicals



23 Mn kg
of pesticides & fertilizers

DeHaat's advisory product optimizes the use of pesticides by 10% and fertilizers by 3%



17 Mn kg
of pesticides & fertilizers

BharatAgri's crop advisory product optimizes the use of fertilizers, pesticides and other agrochemicals

7.6 Mn MT of food waste avoided



Improved storage and optimized logistics



Improved quality assessment



1.4 Mn MT
of food grains

Arya reduces food spoilage and wastage in by 10% by adopting industry-leading warehousing practices



60,000+ MT
of agri produce

DeHaat eliminates 2-3 middlemen and reduces handshakes between intermediaries in the post-harvest value chain



68,000+ MT
of agri produce

AgNext prevents wastage or rejection of ugly produce, enabling objective quality assessment of fresh produce



5.7 Mn MT
of milk

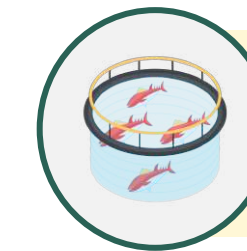
Stellapps prevents wastage of milk, enabling objective quality assessment of milk produce

7 | Area under sustainable cultivation

7.4 Mn hectares under sustainable cultivation



Crop land



Aquaculture farms



6.7 Mn hectares
of cropland

DeHaat's advisory service optimizes the use of pesticides and other agrochemicals



15,000+ hectares
of cropland

Fasal's AI-based IOT device helps farmers monitor various on-farm parameters and reduce water used for irrigation



74,000+ hectares
of aquaculture farms

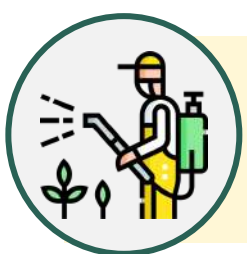
Aquaconnect's advisory product optimizes the use of feed and healthcare products

8 | Reduction in water use

29 Bn liters of water saved



Irrigation



Crop spraying



23.5 Bn liters
of water saved

*Fasal's IOT-based advisory
service optimizes water
needed for irrigation by 17%*



5.6 Bn liters
of water saved

*BharatAgri's crop advisory
product optimizes the use of
water for irrigation by 29%*



150 Mn liters
of water saved

*DeHaat's advisory service
optimizes pesticide use by
10%, thus reducing water used
in pesticide spraying
operations*

9 | GHG emissions avoided

38 Mn MT of GHG emissions avoided



Food waste reduction

arya.ag

650,000+ MT
of CO₂ eq. emissions

Arya reduces spoilage and wastage, and prevents GHG emissions from growing an equivalent amount of produce



Fertilizer reduction

BioPrime
AgriSolutions Pvt Ltd

21 Mn MT
of CO₂ eq. emissions

BioPrime prevents N₂O emissions from chemical fertilizers through biological crop nutrition alternatives



Fossil fuel reduction

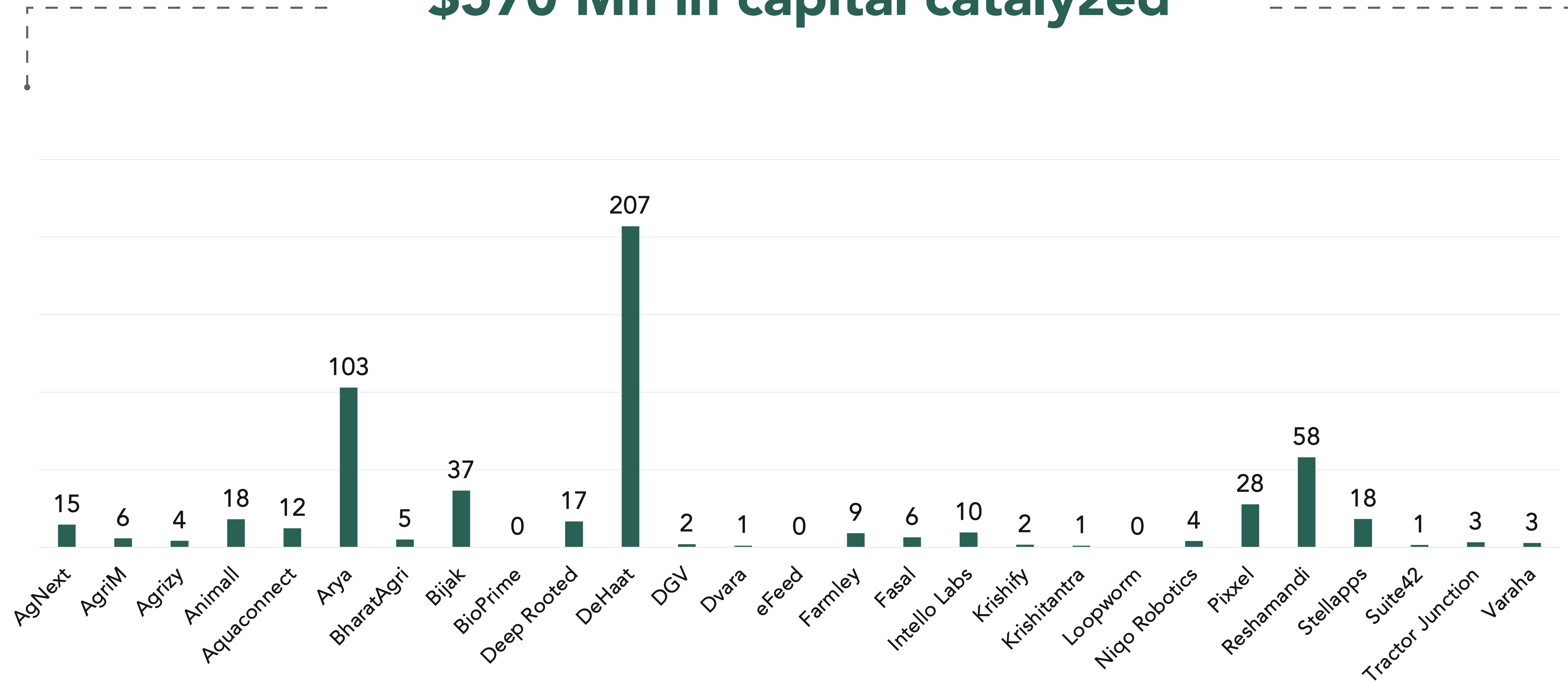
Fasa

15,000+ MT
of CO₂ eq. emissions

Fasal reduces the consumption of fossil fuels in irrigation pumps by reducing water used for agriculture

10 | Capital catalyzed

\$570 Mn in capital catalyzed



11 | Jobs created and gender impact

**11,273 jobs created, 11% women
11% women in managerial roles**



328 jobs created
12% of positions held by women
19% representation of women in managerial roles



2063 jobs created
10% of positions held by women
7% representation of women in managerial roles



188 jobs created
23% of positions held by women
21% representation of women in managerial roles



669 jobs created
17% of positions held by women
18% representation of women in managerial roles



300 jobs created
20% of positions held by women
7% representation of women in managerial roles



144 jobs created
18% of positions held by women
11% representation of women in managerial roles

Company Impact Metrics

The background image shows two men in a field. The man on the left is wearing a light-colored shirt and a turban, and is looking towards the camera. The man on the right is wearing a dark shirt and is using a metal detector. The image is overlaid with a semi-transparent teal color.

Post-harvest technologies

Date of initial investment: 2020

AgNext is developing rapid commodity assessment solutions for food and agriculture value chains, which work across procurement, trade, processing, and consumption. Since launching, AgNext has analyzed 500,000 MT of food produce and 75,000 litres of milk, enabling 20,000+ farmers to obtain better prices for their produce.

217,475

Smallholder farmers reached

\$49.8 Mn

Total economic value created

68,902 MT

Food waste avoided

\$15 Mn

Capital catalyzed

1448

Jobs created

3%

% of women employed

9%

% of managerial roles occupied by women





B2B Agri Marketplace

Date of initial investment: 2020

AGRIM is building a digital B2B trade platform for India’s USD 50+ billion agri inputs industry, connecting rural retailers directly with manufacturers and providing value-added solutions for distribution, logistics, marketing, and credit. AGRIM works with 7,000+ rural retailers across the country, driving efficiencies across the agriculture inputs supply chain.

1.13 Mn	\$21.7 Mn	\$0.05 Mn	
Smallholder farmers reached	Total economic value created	Loans enabled	
\$5.7 Mn	328	12%	19%
Capital catalyzed	Jobs created	% of women employed	% of managerial roles occupied by women



B2B Agri Marketplace

Date of initial investment: 2022

Agrizy is a B2B full-stack platform redefining the Agri-processing industry. It connects the fragmented Agri Suppliers and the Agri Processing Units (APUs) across the country. Agrizy aims to solve the major challenges that the agri processing (food and non-food) industry in India faces. With technology at its core, Agrizy focuses on not only the efficient discovery of suppliers and buyers but also on the end-to-end fulfilment of the processed agri products supply chain.

\$4.1 Mn

Capital catalyzed

58

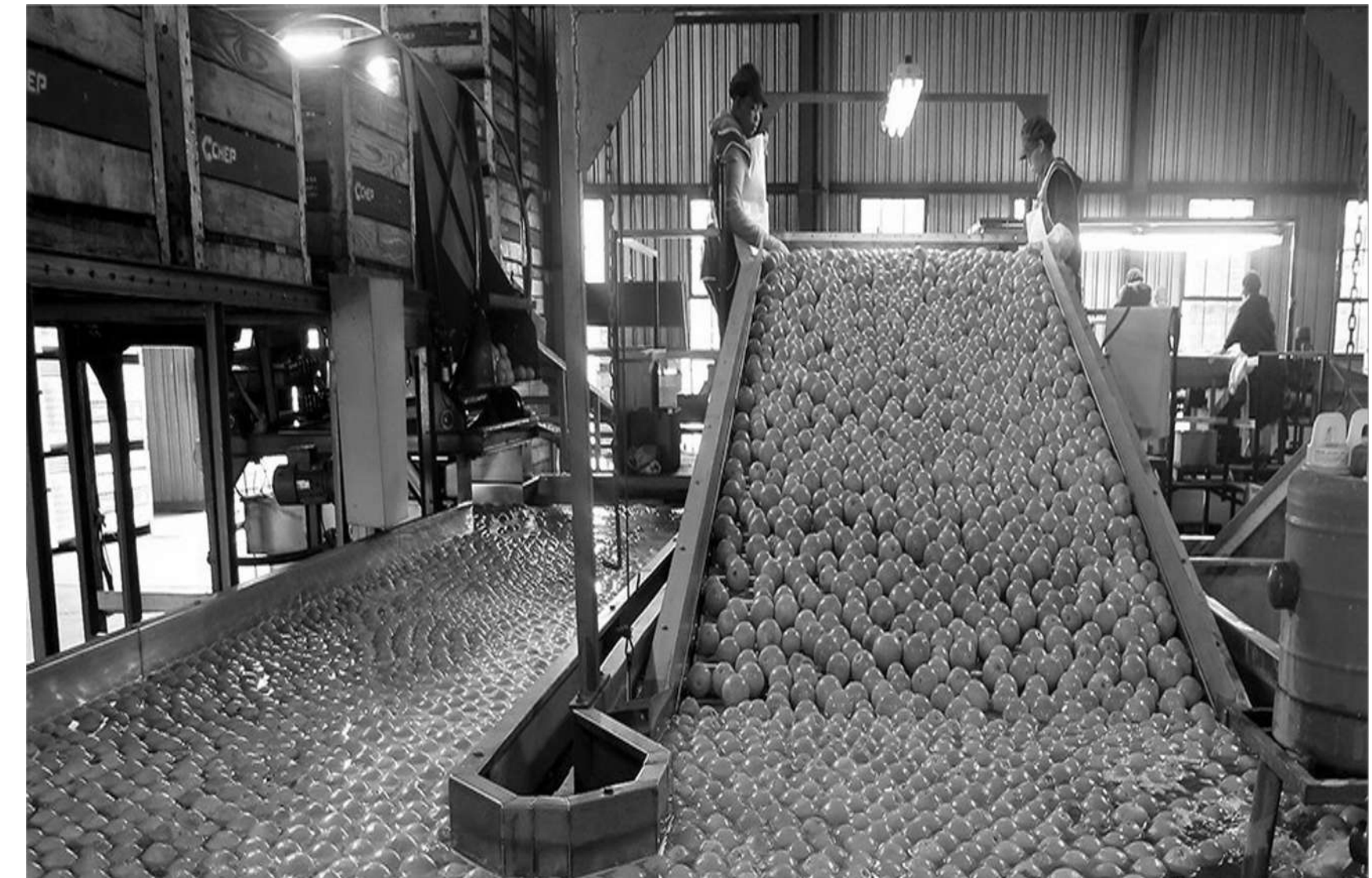
Jobs created

9%

% of women
employed

21%

% of managerial roles
occupied by women



Farmer platforms & Fintech

Date of initial investment: 2020

Animall is a cattle trading marketplace for India's 80 million dairy farmers, which aspires to become a full stack ecosystem including solutions for nutrition and financing. Animall has facilitated sales of 1 million+ cattle and has reduced the costs incurred (brokerage fee, animal fair fees, transportation etc.) in selling cattle.

80,308

Smallholder farmers reached

\$75.2 Mn

Total economic value created

\$18 Mn

Capital catalyzed

252

Jobs created

12%

% of women employed

38%

% of managerial roles occupied by women



Farmer platforms & Fintech

Date of initial investment: 2019

Aquaconnect is a full-stack platform for aquaculture farmers including an inputs marketplace, mobile advisory, embedded fintech solutions, and market linkages. **Aquaconnect is operational across 4 states** (Andhra Pradesh, Tamil Nadu, Gujarat, Orissa) and has a strong on-ground presence via a network of rural micro-entrepreneurs.

24,250	\$130.7 Mn	\$7.94 Mn	\$138.7 Mn	74,222 ha
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created	Area under sustainable cultivation
1.17 Mn kg	0.2 Mn MT	\$2.9 Mn	\$1.2 Mn	\$11.6 Mn
Reduction in chemical use	GHG emissions avoided	Insurance coverage enabled	Loans enabled	Sales to resilient value chains
\$12.17 Mn	144	18%	11%	
Capital catalyzed	Jobs created	% of women employed	% of managerial roles occupied by women	





Farmer platforms & Fintech

Date of initial investment: 2020

Arya provides post-harvest services across the agricultural value chain, including warehousing, warehouse receipt financing, rural storage discovery, collateral management, and market linkages. **Arya currently enables storage of 1.8 million MT of grains per year**, thus enabling financing using produce as collateral and reducing food wastage through standardized warehousing practices.

236,583	\$245 Mn	\$62 Mn	\$307 Mn
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created
1.4 Mn MT	0.65 Mn MT	\$1.1 Bn	\$427.7 Mn
Reduction in food waste	GHG emissions avoided	Loans enabled	Sales to resilient value chains
\$104 Mn	2466	2%	12%
Capital catalyzed	Jobs created	% of women employed	% of managerial roles occupied by women



Farmer Platforms & Fintech

Date of initial investment: 2021

BharatAgri is an AI-based agronomy platform for farmers offered via mobile app on a paid subscription basis. BharatAgri is one of the few digital products in India that have monetized subscription offerings from rural consumers. By providing real-time advisory on **crop protection, crop nutrition, and irrigation**, BharatAgri is improving farm yields and reducing cost of cultivation.

77,208	\$88.46 Mn	\$0.93 Mn	\$89.39 Mn
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created
195,869 ha	17.17 Mn kg	5.64 Bn lt.	7.4 Mn MT
Area under sustainable cultivation	Reduction in chemical use	Reduction in water use	GHG emissions avoided
\$5 Mn	62	24%	13%
Capital catalyzed	Jobs created	% of women employed	% of managerial roles occupied by women



B2B Agri Marketplace

Date of initial investment: 2019

Bijak is a B2B platform for agricultural commodities that gives buyers and sellers better prices, increased working capital, and optimized logistics. Bijak has facilitated sales of **~3 million MT of fresh produce**, reducing wastage in the supply chain and improving trade efficiency.

77,264

Smallholder farmers reached

0.3 Mn MT

Reduction in food waste

0.2 Mn MT

GHG emissions avoided

\$543 Mn

Sales to resilient value chains

\$36.5 Mn

Capital catalyzed

223

Jobs created

15%

% of women employed

12%

% of managerial roles occupied by women



Date of initial investment: 2021

BioPrime is developing biological crop inputs that enhance yields without harming the environment or the health of farmers and consumers. Through state-of-the-art plant bioscience research, BioPrime has helped 100,000+ farmers improve yields and reduce cost of cultivation.

147,000

Smallholder
farmers reached

\$10.36 Mn

Revenue increase
enabled

\$49.10 Mn

Cost savings
enabled

\$59.46 Mn

Total economic
value created

295,643 ha

Area under
sustainable
cultivation

48.54 Mn kg

Reduction in
chemical use

23 Mn lt.

Reduction in
water use

21.15 Mn MT

GHG emissions
avoided

48

Jobs created

38%

% of women
employed

38%

% of managerial roles
occupied by women





Farm to Consumer (F2C) Brands

Date of initial investment: 2020

Deep Rooted is India's leading farm-to-consumer (F2C) brand for fruits and vegetables, providing urban consumers access to fresh produce sourced directly from farmers, including the largest network of greenhouses in India. The company also offers agronomy advice for farmers to grow produce with higher yields and lower chemical use.

1249 Smallholder farmers reached	\$1.5 Mn Revenue increase enabled	\$0.45 Mn Cost savings enabled	\$1.95 Mn Total economic value created	1869 ha Area under sustainable cultivation
0.49 Mn kg Reduction in chemical use	0.2 Mn lt. Reduction in water use	4810 MT Food waste avoided	0.2 Mn MT GHG emissions avoided	\$4.8 Mn Sales to resilient value chains
\$17 Mn Capital catalyzed	509 Jobs created	13% % of women employed	21% % of managerial roles occupied by women	



Farmer platforms & Fintech

Date of initial investment: 2019

DeHaat is a technology-based farmer platform offering full-stack agricultural services, including distribution of agri inputs, customized farm advisory, access to financial services, and market linkages for selling their produce. DeHaat has a network of rural entrepreneurs that build lasting relationships with farmers and provide last-mile services, thus driving the penetration of technology and improve agricultural practices.

1.6 Mn	\$460 Mn	\$13.4 Mn	\$475 Mn	6.7 Mn ha
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created	Area under sustainable cultivation
23.14 Mn kg	0.15 Bn lt.	61,368 MT	6 Mn MT	
Reduction in chemical use	Reduction in water use	Reduction in food waste	GHG emissions avoided	
\$6.15 Mn	\$0.63 Mn	\$206		
Insurance coverage enabled	Loans enables	Sales to resilient value chains		
\$207 Mn	2063	10%	7%	
Capital catalyzed	Jobs created	% of women employed	% of managerial roles occupied by women	





Farmer Platforms & Fintech

Date of initial investment: 2021

DGV is building a neo-banking platform for dairy farmers to provide access to formal financial services, such as savings accounts, payments, credit, and insurance. DGV has partnered with 500+ milk societies to enable faster real-time payments to farmers and offer cheaper credit from formal financial institutions

54,772

Smallholder farmers reached

\$7.43 Mn

Increase in revenue

\$4.5 Mn

Cost savings enabled

\$11.9 Mn

Economic value created

\$2 Mn

Capital catalyzed

110

Jobs created

13%

% of women employed

14%

% of managerial roles occupied by women



Farmer Platforms & Fintech

Date of initial investment: 2021

Dvara E-Registry is building a digital platform to improve access to agricultural services, both financial and advisory, for all stakeholders in the agri value chain. By harnessing technologies such as GIS and machine learning, the startup aims to achieve the twin goals of empowering underbanked farmers while improving their agricultural productivity.

55,000

Smallholder farmers reached

\$1.06 Mn

Capital catalyzed

127

Jobs created

21%

% of women employed

21%

% of managerial roles occupied by women





Agrifood Life Sciences

Date of initial investment: 2021

eFeed is an animal nutrition and health startup manufacturing innovative products for livestock. eFeed has developed nutritional supplements for livestock that can improve overall cattle health and increase milk yield. eFeed’s digital nutrition mobile app provides customized ration balancing, factoring in the location of the cattle and available raw materials for feeding. The application also connects veterinary doctors to cattle farmers for easy access to medical services.

121k

Smallholder farmers reached

45

Jobs created

44%

% of women employed

50%

% of managerial roles occupied by women





Farm to Consumer (F2C) Brands

Date of initial investment: 2019

Farmley is a full-stack consumer brand revolutionizing the category of dry fruits and nuts. Farmley is also helping organize the fragmented supply chain of such commodities by improving transparency, standardizing quality, and facilitating fair trade, thereby enhancing farmer incomes

12,000 Smallholder farmers reached	\$1.53 Mn Total economic value created	2846 MT Food waste avoided	1309 MT Food waste avoided	\$79 Mn Sales to resilient value chains
\$9 Mn Capital catalyzed	157 Jobs created	13% % of women employed		





Precision Agriculture

Date of initial investment: 2019

Fasal is a platform for progressive horticulture farmers, powered by on-farm IoT sensors which capture real-time data on growing conditions. Fasal’s solutions have helped farmers increase yields by 12%, reduce pesticide use by 25% on average, and reduce water use by 17%.

1884	\$6.34 Mn	\$1.39 Mn	\$7.74 Mn
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created
15400 ha	0.13 Mn kg	23.5 Bn lt.	15,183 MT
Area under sustainable cultivation	Reduction in chemical use	Reduction in water use	GHG emissions avoided
\$6.4 Mn	211	14%	10%
Capital catalyzed	Jobs created	% of women employed	% of managerial roles occupied by women



Post-harvest technologies

Date of initial investment: 2019

Intello Labs digitizes quality across fresh produce supply chains, reducing food waste by detecting variance from specifications and matching output to needs. Intello Labs assesses the quality of 200,000 MT per year, helping reduce rejection rates and food wastage by 15-20%.

66,370 MT

Food waste avoided

53,759

GHG emissions avoided

\$264 Mn

Sales to resilient value chains

\$9.5 Mn

Capital catalyzed

188

Jobs created

23%

% of women employed

21%

% of managerial roles occupied by women



Farmer Platforms & Fintech

Date of initial investment: 2022

Krishify is working with farmers, rural families, retailers, traders, brokers, FPOs, and agribusiness companies of every size. Using machine learning, AI, and NLP, Krishify’s app delivers a highly personalized experience to agriverse participants. Aside from user-generated content, the startup is also partnering with hundreds of agribusiness brands. These brands are driving curated content to farmers, while also leveraging the unique opportunity for multi-dimensional engagement with their customers.

1.5 Mn

Smallholder farmers reached

\$1.6 Mn

Capital catalyzed

96

Jobs created

18%

% of women employed

9%

% of managerial roles occupied by women



Precision Agriculture

Date of initial investment: 2020

Krishitantra provides rapid IoT-based soil testing and soil nutrition advisory solutions to farmers, Farmer Producer Organizations (FPOs), and agribusiness stakeholders. Krishitantra has helped 30,000+ farmers optimize their fertilizer application and preserve soil health and nutrition.

37,500

Smallholder
farmers reached

\$1 Mn

Capital catalyzed

712

Jobs created

29%

% of women
employed



Agrifood Life Sciences

Date of initial investment: 2022

Loopworm is an insect protein company, building sustainable food systems by converting silk industry by-products to novel protein for the future. Loopworm converts silkworm larvae to manufacture sustainable insect protein for shrimp, fish, poultry and pets. They are also engaged in a lot of research and development to derive other value added products from silkworm.

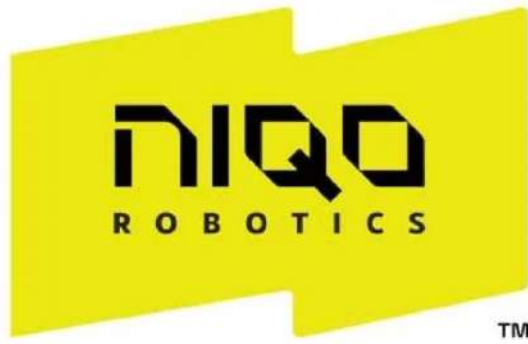
17

Jobs created

35%

% of women employed





Precision Agriculture

Date of initial investment: 2019

Niqo Robotics is building an AI-powered spot spray technology that can convert any sprayer into a smart sprayer, revolutionizing farming through reduced pesticide and water usage. Initial trials indicate that **water and pesticide usage can be reduced by upto 40%** through the use of this technology.

\$4 Mn

Capital catalyzed

96

Jobs created

8%

% of women employed

14%

% of managerial roles occupied by women





Precision Agriculture

Date of initial investment: 2021

Pixxel is building the world’s smartest earth imaging satellite constellation to detect and monitor things invisible to today’s satellites. It plans to deploy a constellation of 24 hyperspectral satellites in the lower Earth orbits to monitor agriculture and environmental conditions.

\$28 Mn

Capital catalyzed

108

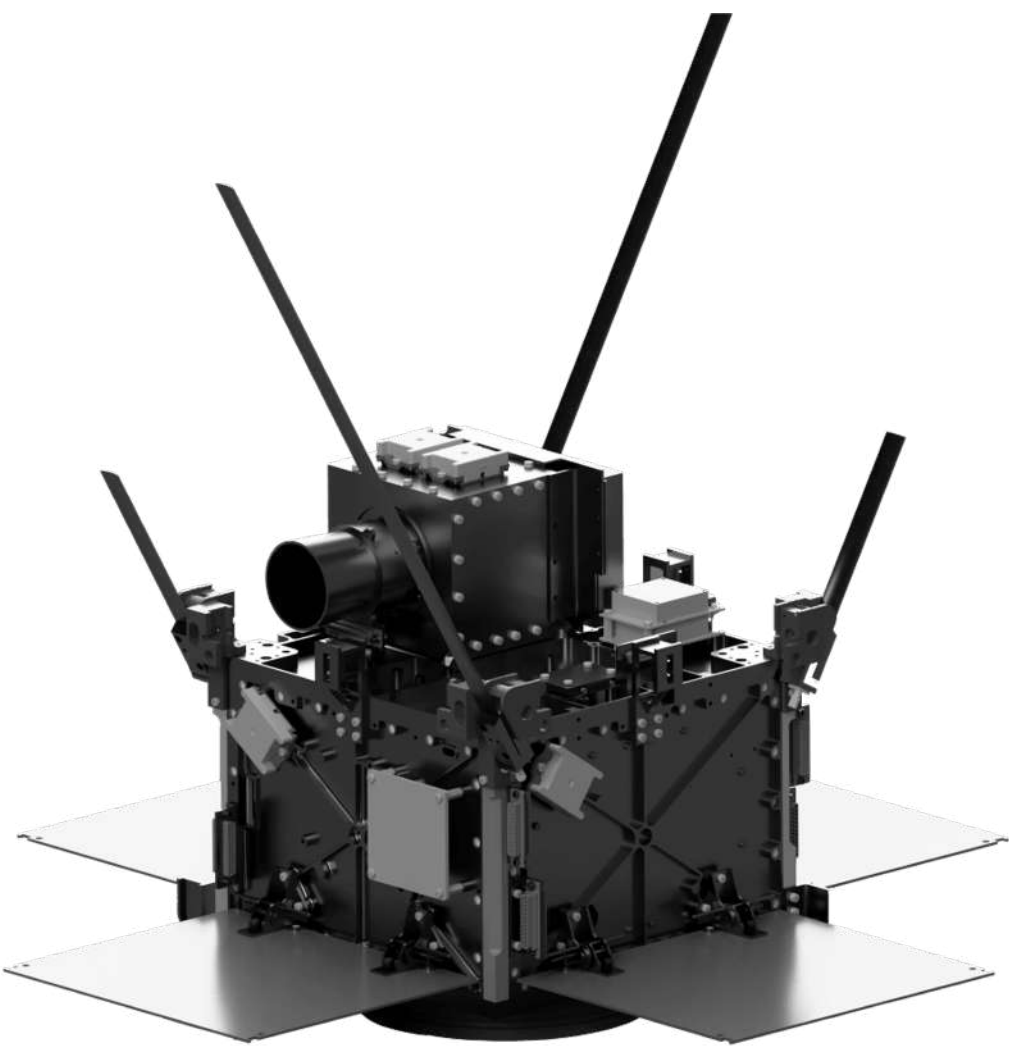
Jobs created

29%

% of women employed

14%

% of managerial roles occupied by women



Farmer Platforms & Fintech

Date of initial investment: 2020

Reshamandi is a full-stack platform for nature fibre supply chains, providing quality testing, technical advisory, high-quality inputs, and market linkages. Since launching, Reshamandi has helped 11,000+ farmers improve their yields, reduce their cost of cultivation, and obtain better price for their produce.

11,265

Smallholder farmers
reached

\$41 Mn

Total economic value
created

\$48.36 Mn

Sales to resilient value
chains

\$59 Mn

Capital
catalyzed

669

Jobs created

17%

% of women employed

18%

% of managerial roles occupied
by women



Post-Harvest Technologies

Date of initial investment: 2021

Stellapps is full stack dairy platform, including a data-driven omnichannel marketplace for inputs and services, and wholesale B2B milk supply with end-to-end digital traceability. Stellapps is leveraging IoT technology to ensure quality and traceability of more than 4.1 Bn liters of milk per year, helping increase incomes for 5.6 Mn dairy farmers.

3.4 Mn Smallholder farmers reached	\$150 Mn Revenue increase enabled	\$2.87 Mn Cost savings enabled	\$152.7 Mn Total economic value created	
5.7 Mn MT Reduction in food waste	2.4 Mn MT GHG emissions avoided	\$0.03 Mn Insurance coverage enabled	\$2.87 Mn Loans enabled	\$1.5 Bn Sales to resilient value chains
\$18 Mn Capital catalyzed	691 Jobs created	10% % of women employed	11% % of managerial roles occupied by women	





B2B Agri Marketplaces

Date of initial investment: 2022

Suite42 is working towards putting the Indian food processing industry on the global map. Suite42 provides contract manufacturing solutions for food processing, serving diverse B2B clients across the FMCG, agribusiness, and grocery industries.

\$1.4 Mn

Capital
catalyzed

53

Jobs created

8%

% of women
employed

11%

% of managerial roles occupied
by women





Farmer Platforms & Fintech

Date of initial investment: 2022

Tractor Junction is India’s largest digital marketplace to buy, sell, finance, and insure new and used tractors, farm equipment, and rural commercial vehicles. The startup works with farmers, manufacturing companies, dealers, insurers, and finance companies. For farmers, Tractor Junction provides necessary information and vetted reviews on farm machinery, enables users to compare shortlisted options, and brings transparency to pricing.

2.48 Mn

Smallholder farmers reached

\$4.9 Mn

Total economic value created

\$3.3 Mn

Capital catalyzed

300

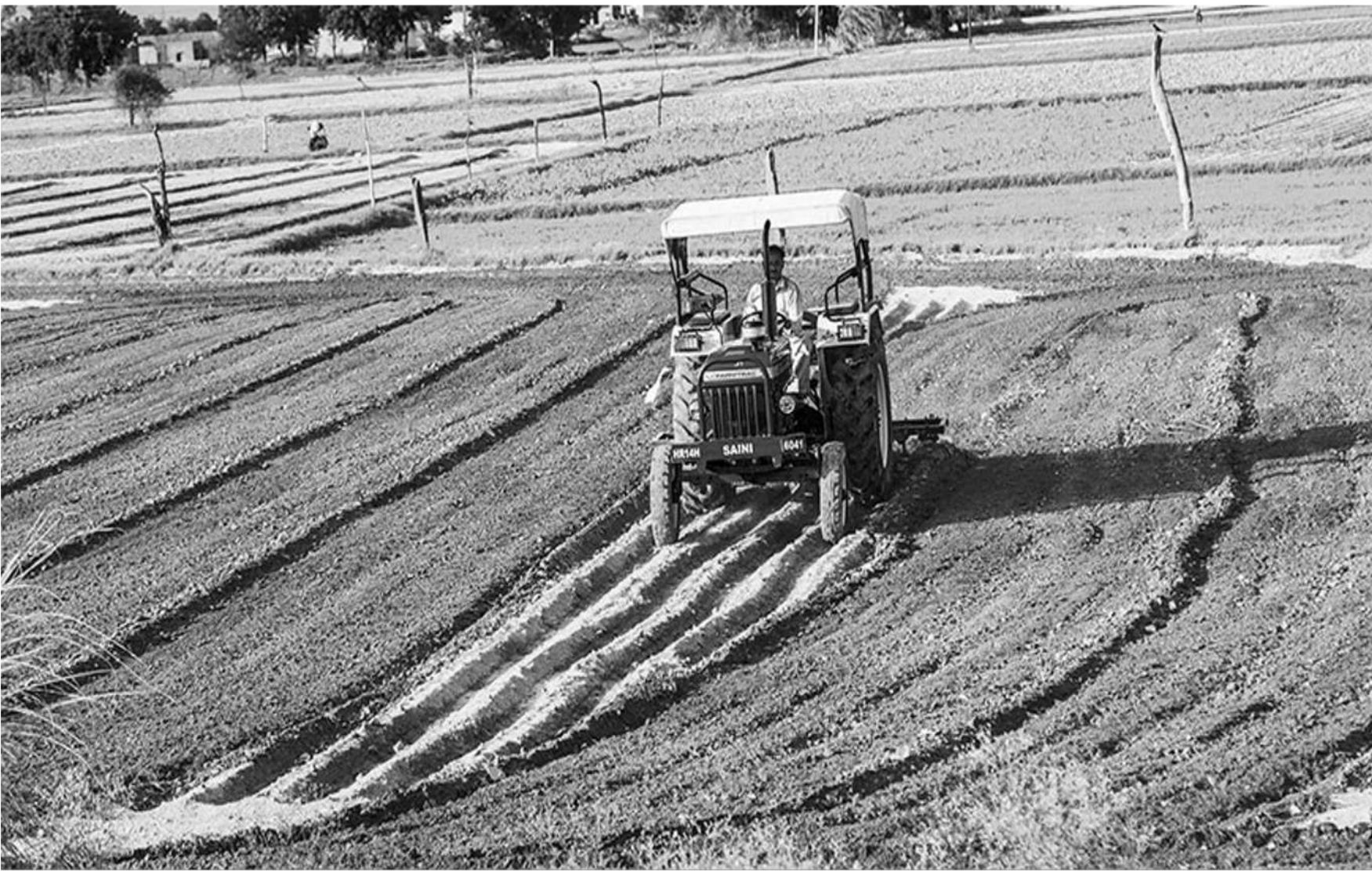
Jobs created

20%

% of women employed

7%

% of managerial roles occupied by women



Precision Agriculture

Date of initial investment: 2022

Varaha’s tech-enabled platform generates carbon credits by incentivizing carbon-neutral nature-based practices. Varaha’s projects that generate these credits are meticulously vetted through machine learning algorithms and carbon modeling, ensuring every investment results in carbon removal and creates an additional income source for the smallholders along the way. By connecting legitimate carbon removal projects with companies and helping them address their net zero emission targets, **Varaha is a one-stop destination for the creation, quantification, verification, & sale of high-quality carbon credits.**

42,364

Smallholder farmers reached

\$2.76 Mn

Capital catalyzed

109

Jobs created

13%

% of women employed

33%

% of managerial roles occupied by women



Annexure

Our impact estimation methodology

Impact assessment process

- a. **Identify relevant metrics for companies:** For each company, Omnivore identifies relevant outcome pillars (from our Theory of Change) and metrics.
- b. **Collect data against relevant metrics:** We then collect data against identified metrics from three sources - company-reported data (typically monthly/quarterly MIS data), farmer surveys, and secondary benchmarks and data points.
- c. **Aggregate into portfolio impact:** Finally, we aggregate data on impact metrics from different companies into a consolidated impact narrative for the portfolio.

User surveys

Omnivore engaged an external vendor to conduct surveys of portfolio company users. Surveys were conducted via random sampling while also ensuring that the sample was representative of the user distribution across geographies. The sample size was based on 85% confidence interval and 10% margin of error. For the FY2022-23 Impact Report, we surveyed 2012 farmers.

Impact calculations

We combine data captured by the MIS systems of our companies with findings from user surveys and secondary datapoints to calculate impact. For instance, estimates around the number of farmers using a water saving product are multiplied by the average amount of water saving per year to calculate the total amount of water reduction enabled.



Funding enquiries
funding@omnivore.vc

Find us on

