

# Simply Naturals

*An initiative by group of Agri Professionals.....*



# Vision

*“Bring safe food with original taste, flavor and nutrition to consumer, from its natural habitat thereby conserving environment through climate smart, nutrition sensitive agriculture & improving livelihood of farmers “*

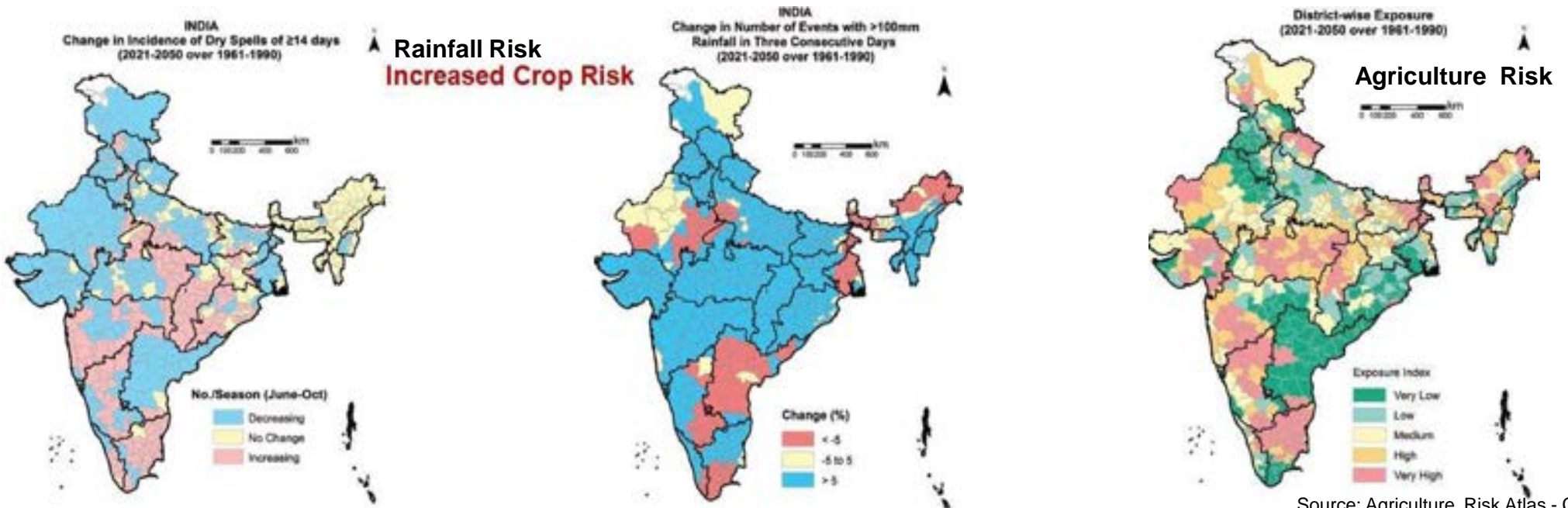


# India – Climate & Agriculture Risk

## Climate & Agriculture risk increasing

- ❖ Increase in temperature by 0.51<sup>o</sup> C during 1901-2007 (projected further 2 to 4 <sup>o</sup>C next decade, more in min temperature)
- ❖ One day extreme rainfall events are increasing
- ❖ Increased rainfall in W.coast, north AP and NW India, decreasing in east M.P. and adjoining areas
- ❖ Frequency of cyclones post monsoon seasons (2071 to 2100) is projected to much higher than baseline scenario (1961-1990)

In last 50 years, **22 years** were the Good Monsoon years with rainfall 101% to 109%.  
 During good monsoon **30% (195) districts** are at risk of drought or flood.



# Genesis

- ❖ Last 30-40 years have seen fast paced Indian economic boom & population growth
- ❖ Weather risk in agriculture increasing (dry spells and excess rain events)
- ❖ Hybrids seeds / HYV (High Yielding Varieties) have replaced indigenous varieties
- ❖ Large scale usage of Chemicals & fertilizer to meet nutrient requirements of the crops.
- ❖ Unchecked use of chemicals & Fert resulted in loss of **Taste, Flavor** and **Nutrient** profile of the crop.
- ❖ Reduced immunity levels due to micronutrient deficiencies in population particularly zinc and iron.
- ❖ Unscientific processing of crop produce also reduces nutrient value,

## Impact

- ❖ Due to low productivity and poor price realization farmers are changing their age old farming systems
- ❖ Inefficient Agri value chain makes consumer pay more, resulting in low farmer share in consumer rupee spent.

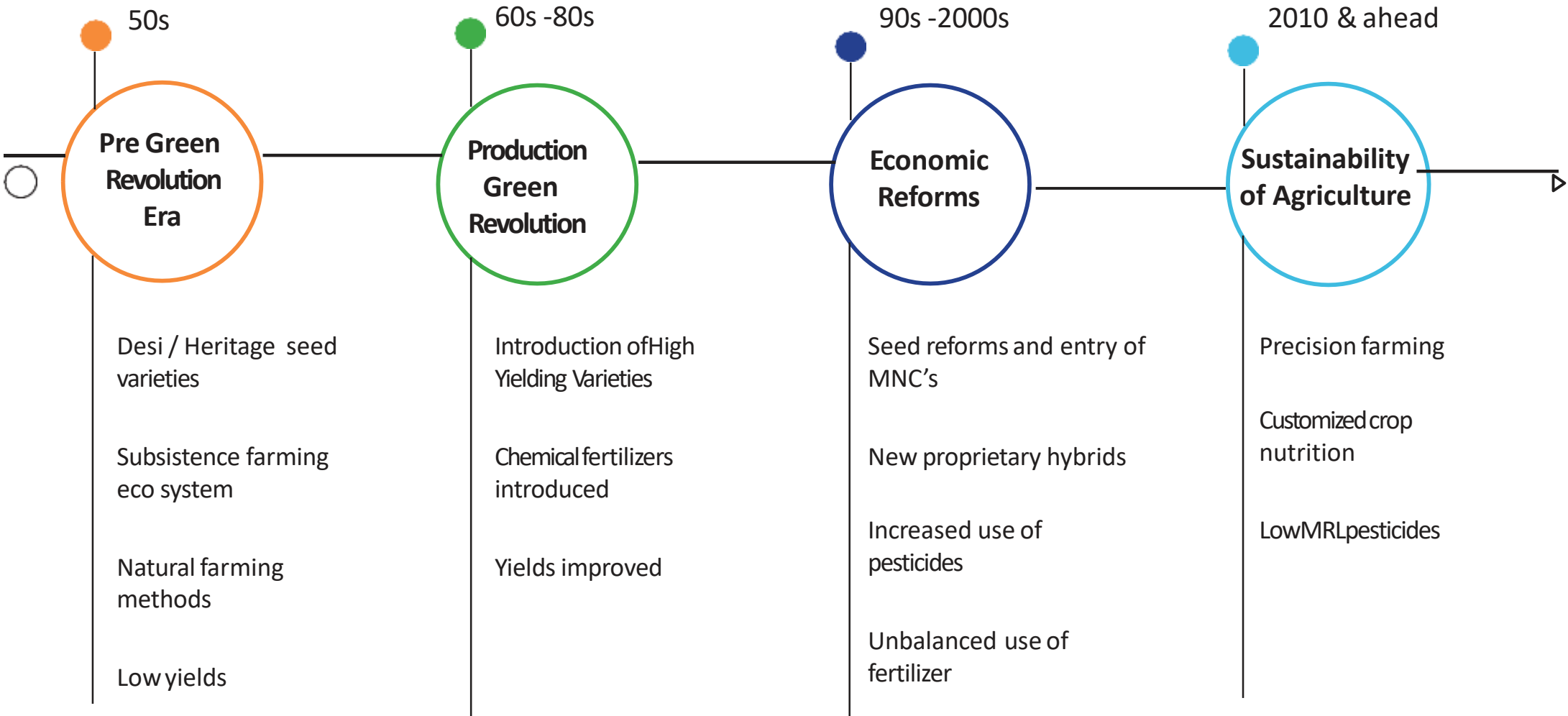


# Our Concept

- ❖ Strengthen age old sustainable farming system
- ❖ Climate smart agriculture & Preserving indigenous varieties, soil and environmental health
- ❖ Remove non value adding intermediaries in Agri value chain
- ❖ Reduce cost to consumer and better price realization to farmer
- ❖ Encouraging farmers to continue with Heritage / traditional native varieties and sustainable farming practices

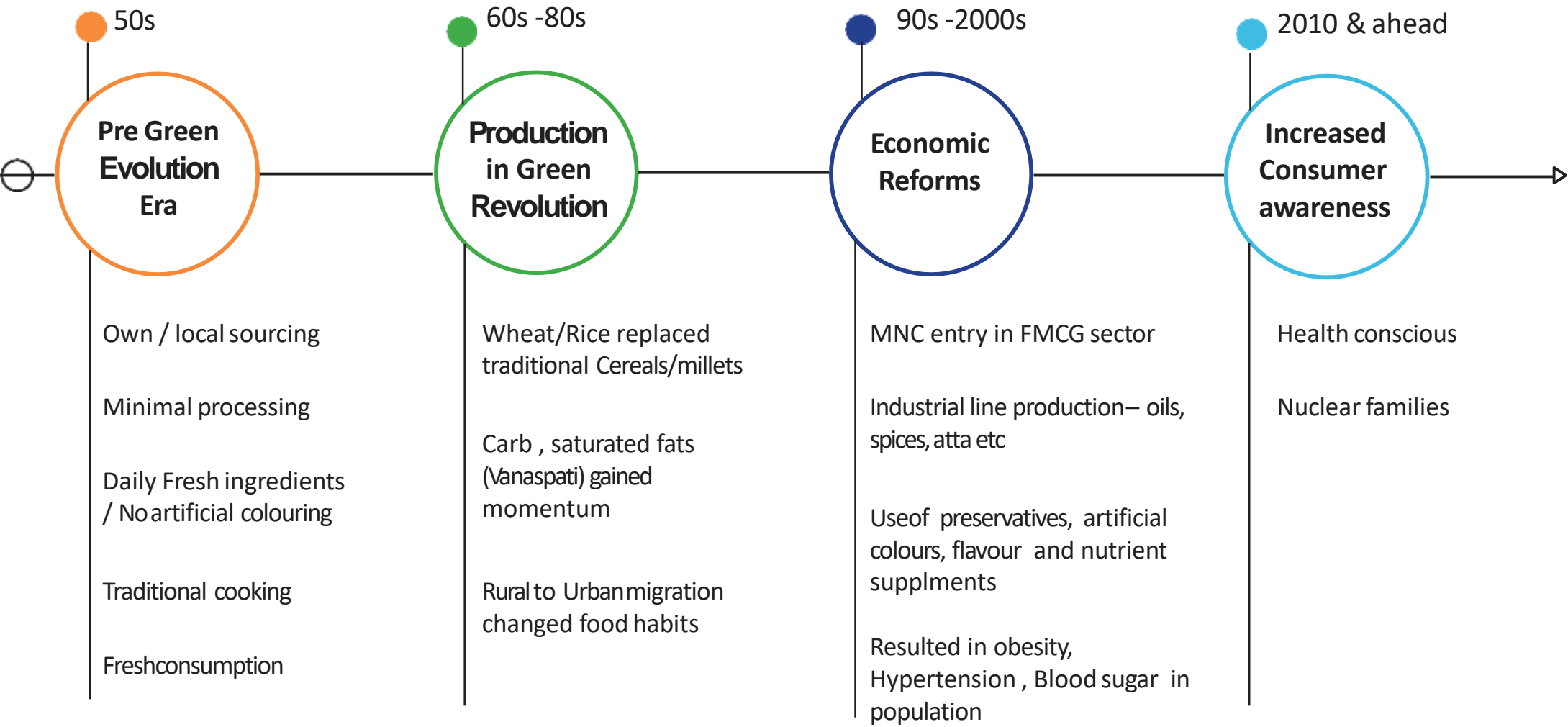


# Indian Agriculture over Years






# Consumer Evolution

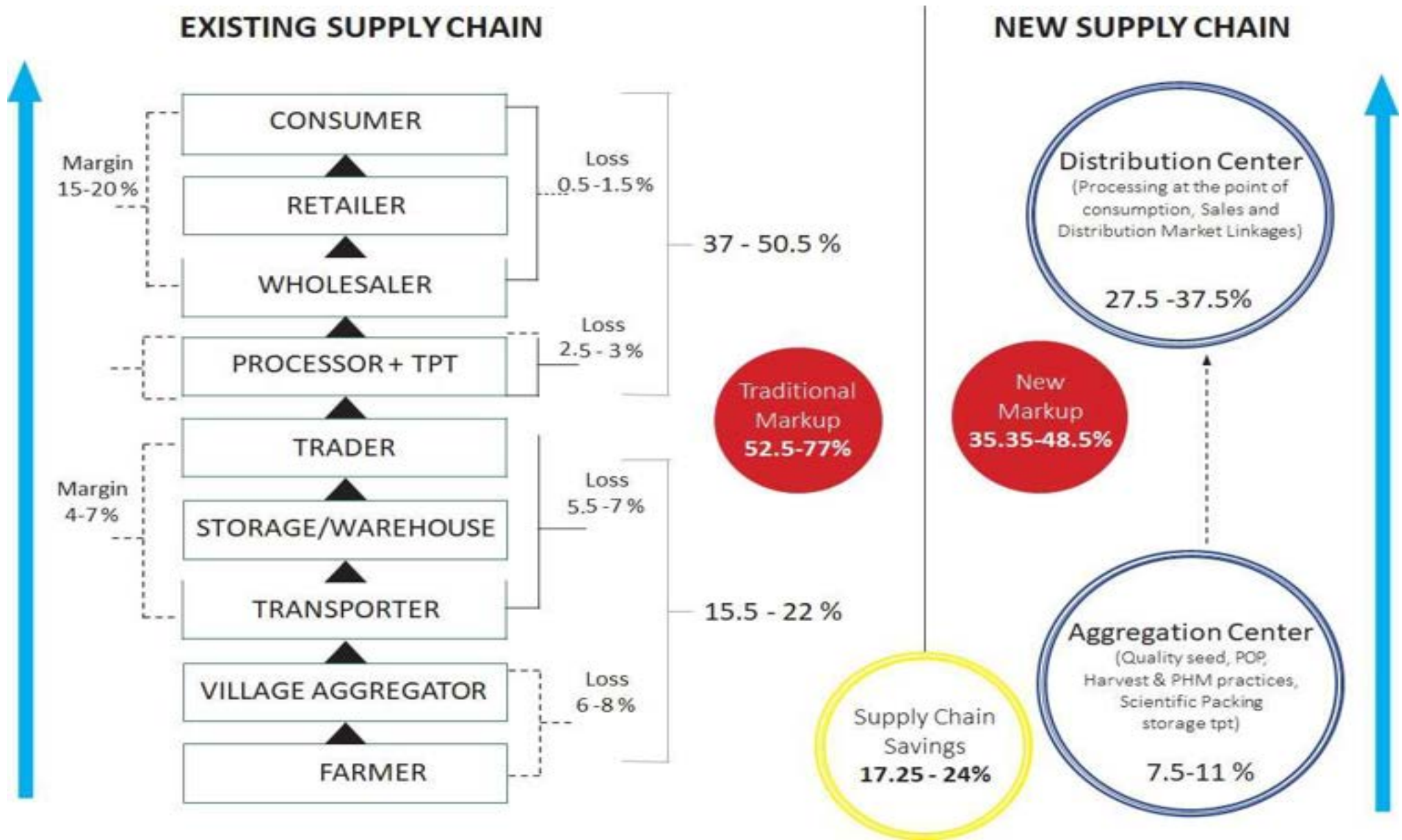


## Our Business Model

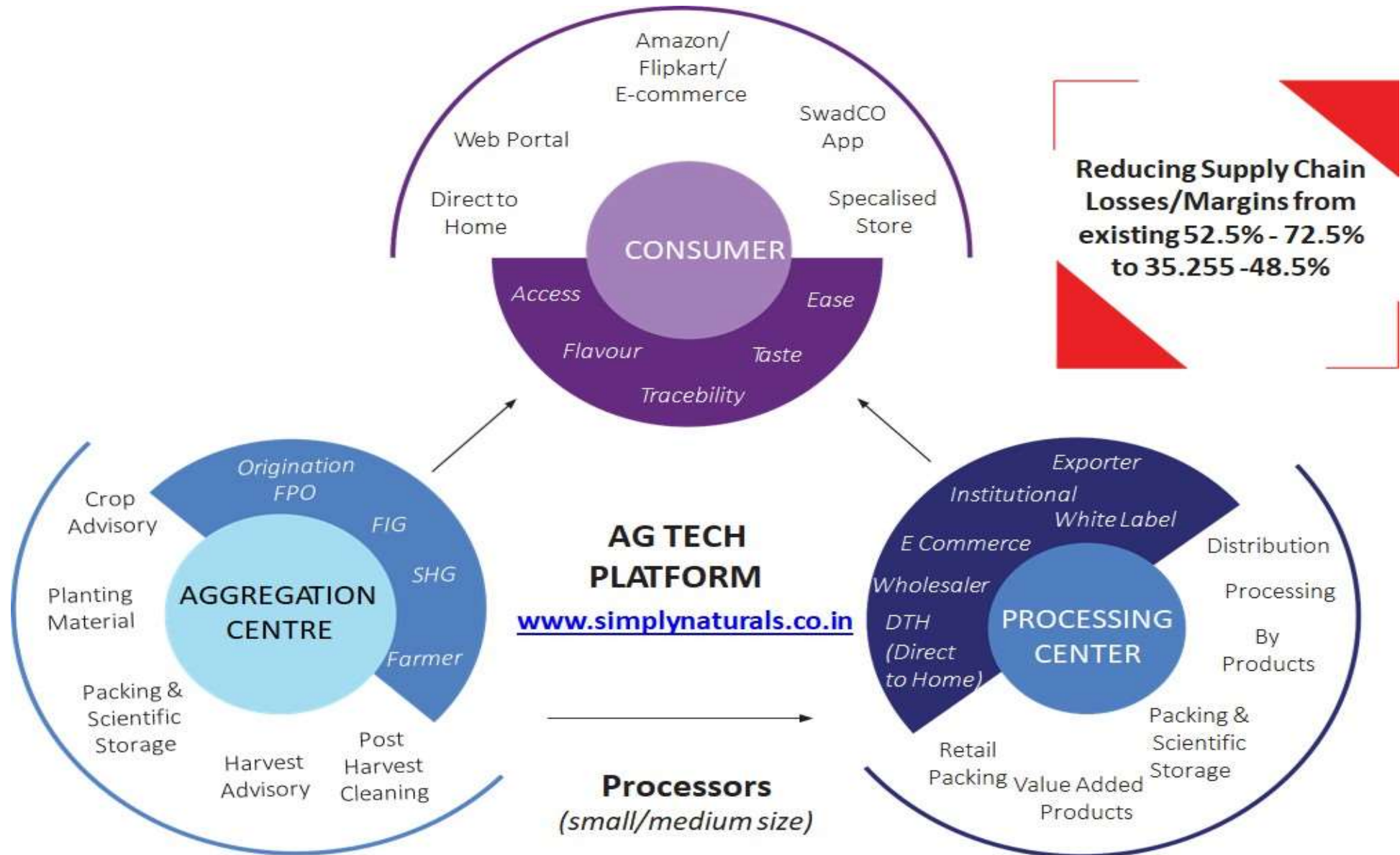
- 
- Identify unique products from different agroclimatic zones which are GI tagged (native origin) .
  - Integrate small and marginal farmers cultivating native varieties with traditional farming system and reducing farm level post harvest losses.
  - Provide them market linkages through our Agtech platform to facilitate higher returns.
  - Reduce wastages in agri value chain and minimizing non value adding intermediaries
  - Integrate small / medium enterprises for minimal processing of agri produce.
  - Creating direct access to consumers for quality products focusing taste, flavour and nutrition



# Supply Chain Disruption & reducing losses

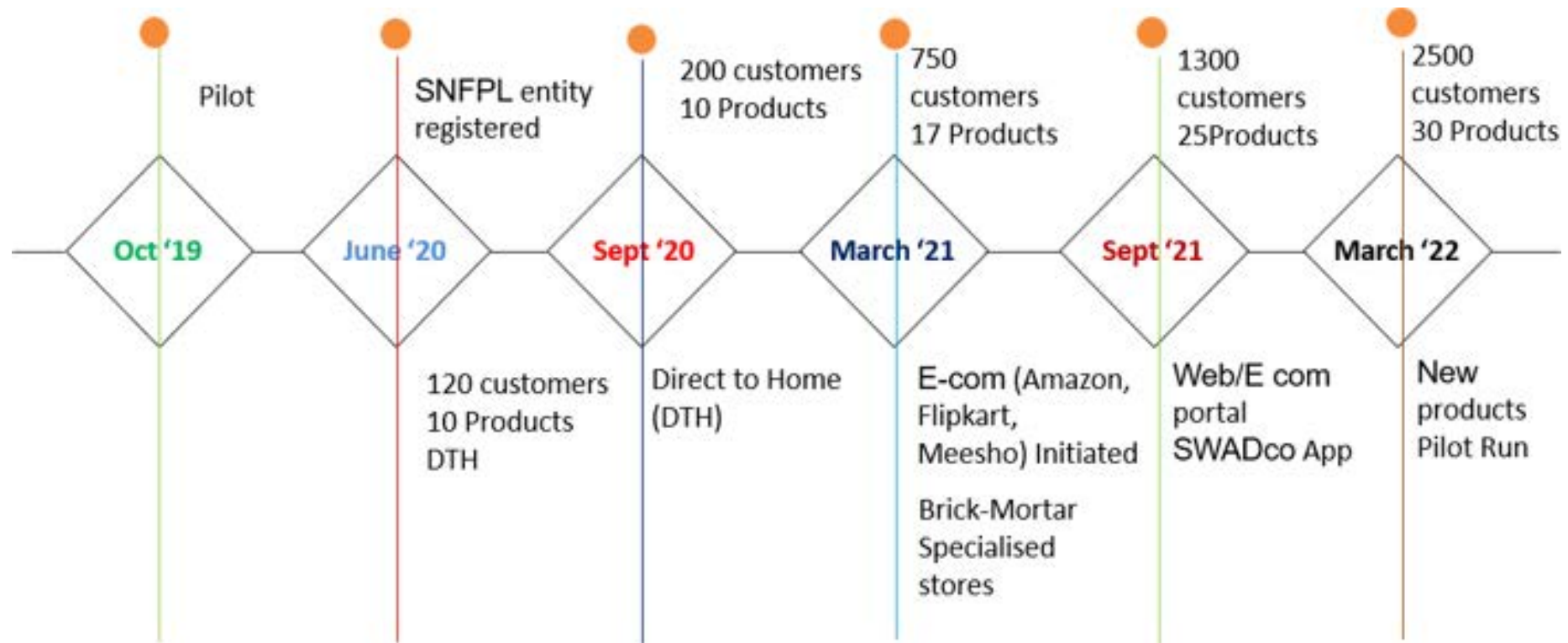


# Integrating Farmer, Processor & Consumer



**Reducing Supply Chain Losses/Margins from existing 52.5% - 72.5% to 35.255 - 48.5%**

# Our Journey So Far



# Interventions and benefits-I

## Farmers Procurement & Storage

Intervention Proposed	Benefits
<b>a) Pre Harvest</b> Quality planting material based on market led production system	<ul style="list-style-type: none"> <li>• Preservation of Heritage Variety's</li> <li>• Good quality produce</li> <li>• Assured Marketing Linkages / support</li> </ul>
<b>b) Package of Practice</b> Crop advisory services during crop cultivation Harvesting	<ul style="list-style-type: none"> <li>• Climate smart agriculture practices</li> <li>• Optimum &amp; Sustainable use of natural resources</li> <li>• Good quality produce</li> <li>• Reduce wastages from existing 6-8% to 3-4% at the time of harvesting</li> </ul>
<b>c) Post Harvest Management of crop produce</b> Cleaning Sorting & Grading Packaging	<ul style="list-style-type: none"> <li>• Cleaning &amp; Grading of produce helps in better price realisation</li> <li>• Packaging in scientific way will help in increasing shelf life of produce</li> </ul>
<b>d) Storage</b>	<ul style="list-style-type: none"> <li>• Scientific storage will help in increasing the shelf life of commodity</li> <li>• Help in availing financing against Warehouse receipt (through formation of farmer group / FPO)</li> </ul>





# Interventions and benefits- II

## Processing & Packaging

Intervention Proposed	Benefits
<b>Primary Processing at Point of Production / Aggregation</b>	
i. Cleaning	1. Helps in optimal utilization of scientific sorting & Grading facility
ii. Sorting & Grading	2. Help in stocking in bulk packages using new scientific storage solutions (Pest Resistant)
iii. Storage in bulk bags (Pest resistant)	3. Produce sourced & stocked in hilly areas will help in reduced requirement of cold storages in plains (Produce from Hilly states only)
<b>Processing at point of consumption</b>	
i. Milling	1. Enhanced Freshness of the product
ii. Grading	2. Minimal processing without any preservative (short lead time from processing to consumption)
iii. Retail Packing	
iv. Storage & Distribution	3. Economies of scale and scope for operations



# Interventions and benefits- III

## Marketing

Intervention Proposed	Benefits
<b>Bulk Sales</b>	
1. B2B portals	1. Helps in liquidation of stocks in whole sale market
2. Whole selling	2. Establishing brand image (whole sale)
3. Institutional sales	3. Exports
4. White labelling	
<b>Retail Sales</b>	
1. DTH (Direct to Home)	1. Acquisition of customer
2. B2C ecommerce portals	2. Direct reach to consumer
3. Retail stores in own brand name	3. Sales stability
4. Exhibitions	4. Higher margins
	5. Brand equity

**Overall Benefit : 8 to 10 % on consumer sales price**





## Benefits to farmer

- Increase in marketable produce by reducing harvest and post harvest farm losses
- Reduced drudgery in farm level crop produce handling (manual harvesting & Threshing)
- Increased stock holding capacity of farmers through scientific warehousing technologies
- Warehouse receipt financing and extending finance facility to farmers against their produce
- Better price realization with increased product quality (Primary cleaning stubbles, stones etc)
- Establishing market linkages for sales of produce (domestic and exports)
- Employment generation at point of aggregation centers



# Environmental conservation

- Strengthen age old farming systems and crop rotations
- Conserve indigenous varieties in there respective agroclimatic zone
- Sustainable farming thereby preserving soil nutrient, water and environmental health
- Origin traceability thereby promoting environmental preservation at consumer level
- Recycling of crop residue back in soil using sustainable technologies
- Harnessing natural resources as solar power , wind , water for primary / secondary



# Partnering for inclusive Growth

## Aggregators (Micro Entrepreneurs )

- Developing entrepreneurship at village level
- Earning potential
- Increased social status

## Processors

- Increased utilization of their existing infrastructure
- Access to new / improved technologies
- Linkages with larger markets



# Case Study – Multihued Rajma from Uttarakhand

- ❖ Net farmer Realization improved by 15% over mandi price
- ❖ Consumer price reduced by 5% over retail market prices
- ❖ Simply Natural margins secured at 27% of sale price over and above 23% for other channels

Multihued Rajma - Price INR/Kg				
S.no	Particular	Mandi	FPO	Simply Natural
1	Farmer Purchase price	120	120	128.4
2	Net Farmer Realisation	110.6	118.9	127.3
3	Consumer Price	200	191	190
4	Net Realisation	23%	23%	27%





# Case Study – Multihued Rajma from Uttarakhand

## Detailed Costings



S.no	Particular	Cost particular	Mandi	FPO	SNFPL-CC	Remarks
			Unit cost INR/Kg			
1	Farmer Procurement price	1200 per qtl	120	120	128.4	7% from prevailing mandi prices with sorted and graded
2	Transport farm to Centre	Rs 500 for 500 Kg	0	1	1	Local Transport to bring material to FPO or SNFPL centre
3	Transport to Mandi	Rs 1500 for 500 Kg	3	0	0	Farmer village to mandi
4	Labour	Rs 5 per 50 kg bag	0.1	0.1	0.1	unloading
5	Farmer Food + Tpt from mandi to Home Misc	Rs 60 for delivering 200 kg	0.3	0	0	Misc expenses
6	Deductions/Aadhat	5% commission	6	0	0	Arti commission
<b>7</b>	<b>Farmer Net Relisation</b>		<b>110.6</b>	<b>118.9</b>	<b>127.3</b>	
8	Sorting /Grading	Rs 500 per 1000 Kg	0.5	0.5	0.25	50% more efficient S&G as pre sorted material from farmer
9	Wastage(8%)	8%	9.6	9.6	2.568	Wastages reduced by 6% at SNFPL
10	Margin(15%)	15%	19.515	19.515	19.6827	considering 15% margin
<b>11</b>	<b>Cost</b>		<b>149.6</b>	<b>149.6</b>	<b>150.9</b>	
12	Destination Transportation	Rs 10000 per 5 MT	2	2	1	Efficient transport by 50%
13	Whole Seller	5%	7.6	7.6	0	No Whole seller margin in SNFPL
14	Sub Whole seller (loose)	5%	8.0	0	0	No Whole seller margin in FPO & SNFPL
15	Packaging & misc		7	7	7	Retail packing consodering same
16	Retailer Margin	15%	26.1	24.9	31.1	Retail margin considering 20% by SNFPL
17	MRP in NCR		200	200	200	
<b>18</b>	<b>Cost for Consumer</b>		<b>200</b>	<b>191</b>	<b>190</b>	
19	Net Overall margin	INR (CC + Retail)	45.6	44.4	50.8	
20	Total Margin	% margin on MRP	23%	23%	27%	



# Case Study – Black Wheat Contract Farming

Village Dhoom Manikpur distt G.B. Nagar (UP)



- ❖ Net farmer Realization improved by 11% by growing Black wheat over normal wheat crop
- ❖ Farmer net realization increased by INR 3,450 per acre (i.e. from INR 30,654 per acre to INR 34,104 per acre)
- ❖ Simply Natural margins are 40% by selling Sorted a& Graded black wheat (19% by normal wheat flour)
- ❖ Value addition by converting into Black wheat flour margins improved to 61% (28% by normal wheat flour)

S.no	Particular	Cost particular	Wheat	Black Wheat	Remarks
			Unit cost INR/Kg		
1	<b>Farmer Procurement price</b>	Wheat MSP INR 1975 per Qtl	<b>19.75</b>	<b>23.70</b>	Black wheat 20% premium above mandi prices with sorted and graded
2	Transport farm to Mandi	Rs 500 for 50 qtl	0.10	0.10	Local Transport to bring material to SNFPL centre
4	Labour (unloading & cleaning)	Rs 4 per 50 kg bag	0.08	0.08	unloading
5	Farmer Food + Tpt from mandi to Home Misc	Rs 80 for delivering 50 qtl	0.02	0.00	Misc expenses
6	Commision Agent -Aadhat	2% commission	0.40	0.00	commission Agent
7	<b>Farmer Net Relisation</b>		<b>19.16</b>	<b>23.52</b>	
	<b>Total Realisation per Acre</b>	Production 16 qtl per normal wheat , Production Black wheat 14.5 Qtl per acre	<b>30654.4</b>	<b>34104</b>	Net realisation 11% more then normal wheat





# Case Study – Black Wheat Contract Farming

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5	Commision Agent -Aadhat	2% commission	0.40	0.00	commission Agent
6	<b>Farmer Net Relisation</b>		<b>19.16</b>	<b>23.52</b>	
7	Sorting /Grading	Rs 500 per 1000 Kg	0.5	0.25	50% more efficient S&G as pre sorted material from farmer
8	<b>Cost</b>		<b>20.3</b>	<b>24.0</b>	
9	Whole Seller	0.05	1.0	0.0	
10	Destination Transportation	Rs 10000 per 5 MT	2	2	Efficent transport by 50%
11	Packaging & misc	INR 10 for 10 Kg	1.0	1.0	
12	<b>Total Cost</b>		<b>24.3</b>	<b>27.0</b>	
13	<b>MRP Grain</b>	<b>INR</b>	<b>30.0</b>	<b>45.0</b>	
14	Margin	INR per kg	5.7	18.1	
15	<b>Margin %</b>	<b>% on MRP</b>	<b>19%</b>	<b>40%</b>	
16	Milling Cost	Per Kg cost	4.0	4.0	from chakki
17	Misc / Losses	0.015	0.4	0.4	
18	<b>Total Cost</b>		<b>28.63</b>	<b>31.35</b>	
19	<b>MRP Flour</b>	<b>Rs 390 per 10 Kg</b>	<b>40.0</b>	<b>80.0</b>	
20	Total Margin	INR per Kg	11.4	48.6	
21	<b>Margin %</b>		<b>28%</b>	<b>61%</b>	





Women Empowerment



Partnering with FPO



Farmer meetings



New Technologies Demonstration

## Our Farmer and Consumer activities



Consumer Linkage Activities – exhibitions , melas , promotional events





# Customer Feedback



**SD**  
**SHIKHA DAVID**  
**MAKEUP STUDIO & GROOMING ACADEMY**

I am Shikha David, Makeup and Hair Artist and a Beauty Educator. My passion is my innovation. Having spent more than 30 years in the industry I am honoured to be a part of such an enterprising group that has given my business a vision and direction.

I am taking this privilege to testify that I have recently tried some amazing supplies from **Simply Naturals**.

As the name says Natural Mr Divesh Rawat has introduced some really amazing organic products from his farms to our table. His organic natural rice and pulses are worth a mention. The aroma of his golden grains fills up the environment and brings the taste buds.

Superb experience and a must recommend to all. Go natural live healthy is what I can say.

I wish Mr Rawat to take his initiative to maximum people and I will heartily support his effort.

Wishing him huge success

Signs:  
 Shikha David  
 Owner/Artist

Tagged

khaata\_raha\_mera\_dil - Follow  
 My Sweet Home

1,164 likes

khaata\_raha\_mera\_dil Vrat Special Fried Rice prepared using Samak rice from the house of @simplynaturals - the best quality Samak Rice (Banyan Millet) that I've come across in ages! A fairly simple yet nutritious bowl of health is what is on display & we all deserve to get our hands on all things which are **TRILLY HEALTHY**

You can buy their products online on Flipkart & they're available at Le Marche too

View all 18 comments  
 foodloves.in I look fab!  
 socialbutter\_consultancy That's a nice thing!

Open with ZIP Extractor

Nishit Germany

Thank you so much for your help Nishit, sorry for the delay in transferring the amount, did it just not kindly confirm the receipt once it gets credited to the account. Thanks and regards Nishit

January 2, 2021

You received have you tried something - Oh give feedback

January 17, 2021

Dear Nishit, all of us are loving the quality of the food items. The oils are great, oils and curries are so good, and taste so fresh that one can imagine it being prepared just now. Keep up the good work and let me know if any feedback on social media will help, will be more than happy to put a feedback.

Thanks buddy, for your feedback, surely will

**RNA**  
 Intellectual property attorneys

November, 2020

**Testimonial**

I Shreshth Khan, am an Associate Partner at RNA IP Attorneys, a boutique Intellectual Property firm. We offer seamless and comprehensive range of IP legal and consultancy services from our state of the art offices in Gurgaon and Chennai.

RNA represents a number of Fortune 500 companies around the globe. The firm has, in its fifteen years journey, developed a strong clientele in diversified business segments.

I would like to place on record my appreciation for the services rendered by RNA IP Attorneys.

Tagged

81 likes

eat.in die Ruhad Style Chole Bhature pakke, because when you get the best chole @simplynaturals, you have to make the best bhata out of it.

With simply natural beans, legumes, pulses and spices that are good for you, which means they have been grown at the location that's provide the best environment for it to grow.

And one may think what difference will having it in a humble kulhad even make? believe me, these small earthen cups make a world of difference when eating chole, bhature, rasam etc. The earthenness it brings to the palate combined with a dollop of ghee is game changer.

**POWER**  
 OF NATURE

Mr. Divesh Rawat, of Simply Naturals

Dear Mr. Divesh Rawat, I am writing to you to express my appreciation for the quality of the products you have provided to me. I have been using your products for some time now and I am very impressed with the quality and taste. I would like to thank you for your hard work and dedication to providing high-quality products to your customers.

With best regards,  
 Anish Raj  
 Director  
 Imag Communications Pvt. Ltd.

**TESTIMONIAL**

04-08-2022

I, Anish Raj, Director with Imag Communications Pvt. Ltd., an ISO Accredited Advertising Agency having extensive in communication domains like Print, Television, Radio, Outdoor, Design, and Social Media Advertising would like to take this opportunity to express my gratitude to Mr. Divesh Rawat, Director Simply Natural Foods.

2 weeks back I had requested Divesh Rawat for a list of groceries to be delivered along with Healthy Snacks Combo. As this was the first time I had ordered the Snacks Combo, me and my team were very eager to try them. Being a diabetic, my team is very cautious about what they eat. Fortunately she really liked all three of the snacks apart from the groceries she always been assisted with.

I cannot recommend Simply Natural Foods enough. A huge thank you to Mr. Divesh Rawat for his amazing assets.

I would wish you luck for the future but there's no need - I have no doubt that you'll continue surprising everyone's taste buds around you!

Anish Raj  
 Director

Imag Communications Pvt. Ltd.

Shyam gavi Sec 15 noida

We await your feedback and fresh demand

Nice products

I liked it

Thank you so much

We await fresh demand from you

U can check our products, delivery is free

Thing is so good

Yes, U can check our products, delivery is free

Ok

Following is the portal link

View weights

Liked by roopam\_bajjal and 13 others

shikha\_david123 Apricot kernel oil... The age old goodness of pure extract rich with antioxidants...

roopam\_bajjal Oh really! I got small bottle from Muktebhar for Aashva. Will use it. Thanks for sharing

disrekha Thanks for sharing



# Thank You

Simply Natural Foods Pvt Ltd