

# FLORY AGRO EXPORTS LLP



*Building sustainable partnerships*

**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

# **FLORY AGRO EXPORTS LLP**

**India's first Foliage export Start-up**



**Founder:**

**Dr.Parashram Patil  
(Agricultural economist)**

# FLORY AGRO EXPORT LLP

- ▶ Flory Agro Exports is Fresh Green Young Foliage Export Company.
- ▶ It is established in 2021 to exports ornamental foliage.
- ▶ Dr. Parashram Patil (Agricultural Economist) is the founder of Flory Agro Exports LLP.



# PROBLEMS TO BE SOLVED

- ▶ India has world's best agro climatic conditions to produce fresh greens (Ornamental foliage) but our export is zero in International market.
- ▶ India can producer very well **Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messengerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu and Murraya Paniculata.**
- ▶ These all varieties of fresh greens have tremendous export potential and in great demand in European market.
- ▶ Cultivation and export of decorative greens is a good remunerative business.
- ▶ Columbia, Ecuador, Guatemala, Costa Rica are market leaders in the export of decorative greens to Europe.
- ▶ But if these countries can, why can't India? With this basic germ in mind, Flory Agro Exports LLP was born.



# PRODUCT INNOVATIONS/SOLUTIONS



- ▶ There is good demand in Royal Flora Holland Market for fresh greens like Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messengerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu and Murraya Paniculata.
- ▶ The Flory Agro Export LLP has started with Murraya paniculata and planted 4000 plants as a pilot.
- ▶ This pilot plantation has been successful. Further, Flory Agro Export LLP will cultivate all the fresh greens varieties like Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messengerana, Calathea Lutea, Heliconia and it will be exported to the Europe through Royal Flora Holland.
- ▶ Our Farm locations is perfectly suitable for cultivation of above mentioned exportable fresh green which has tremendous demand in developing countries especially Europe.
- ▶ Flory Agro Export LLP aspires to become exporter of above mentions exportable items and contribute into the mission of doubling farmers income and doubling agricultural exports.

# ABOUT THE STARTUP

- ▶ Flory Agro Exports LLP is a young company in the field of ornamental foliage. Presently, Columbia, Ecuador, Guatemala, Costa Rica are market leaders in the export of decorative greens to Europe.
- ▶ Flory Agro Exports LLP has taken up a pioneer project in exporting fresh greens (Ornamental foliage) to Netherlands.
- ▶ In Nov 2020, at Gudewadi village near Chandgad Kolhapur region in India, we planted 4000 saplings of Murraya Paniculate ornamental foliage plants and launched this project.

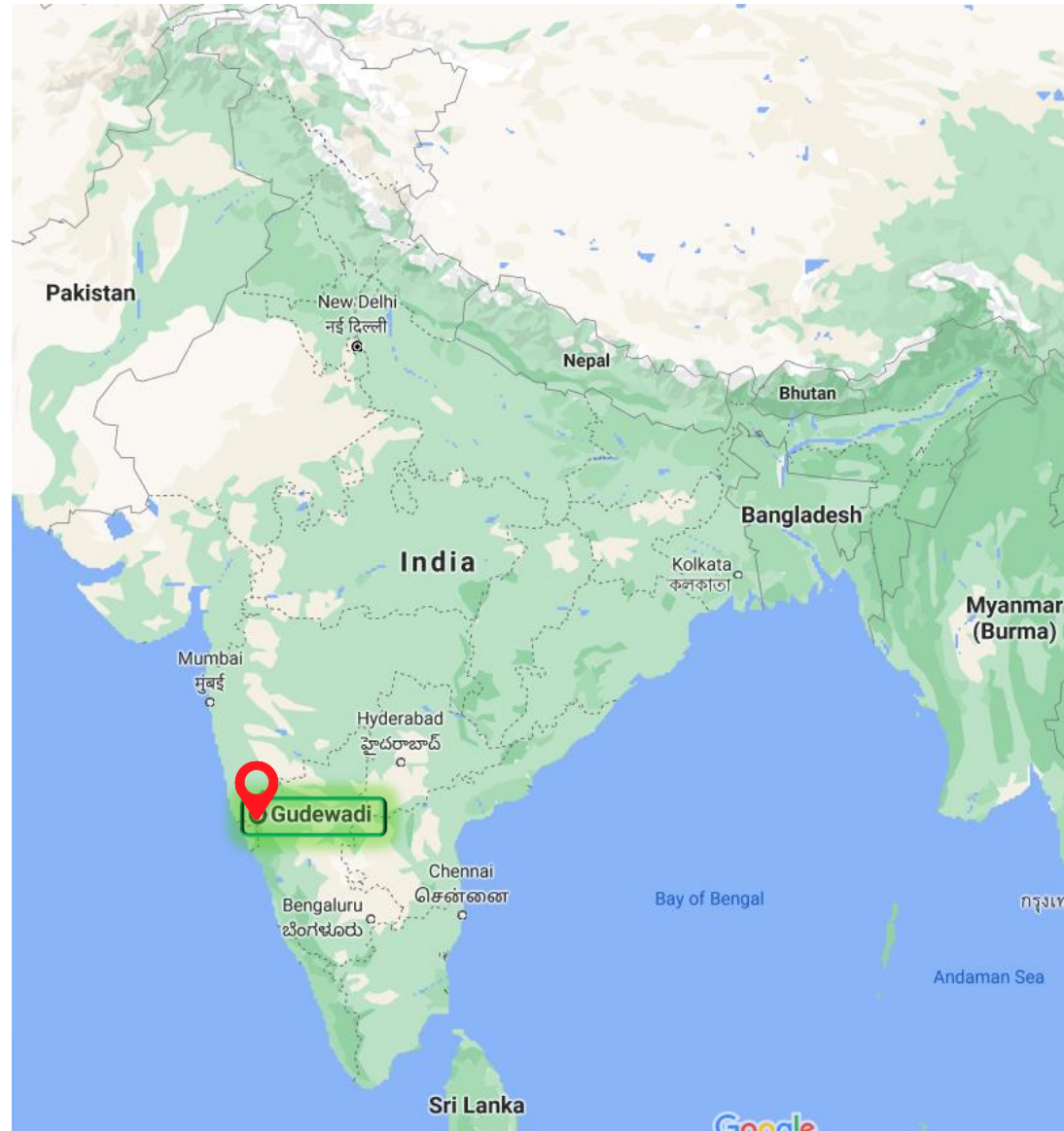


# GLANCE OF THE STARTUP



# SITE LOCATION

**Gudewadi,  
Chandgad,  
Maharashtra**





# ENVIRONMENTAL IMPACTS



- ▶ To cut our carbon footprint, we employ sustainable agricultural processes.
- ▶ These processes include the use of organic fertilizers and pesticides. Because use of organic fertilizers and pesticides our farm run offs during monsoon rains and not hazardous to nature.
- ▶ It restricts deforestation and promotes biodiversity. Hence, we are able to produce exportable quality green leaves which can be exported worldwide. With this quality product we will participate in the auction of Royal Flora Holland.

# COMPETITORS

- ▶ This is India's first project of Fresh Greens exports, so there are no competitors in this sector.
- ▶ Worldwide competitors can be Caribbean countries, however India has competitive advantage in this market.
- ▶ In a nut shell, there is very less competition for India existing in this market.



# REVENUE MODEL



- ▶ The revenue model for Flory Agro Exports LLP is through export of fresh greens (branches and leaves) in Royal Flora Holland auction market. Royal Flora Holland will guarantee timely payment of the sale proceeds of the members.
- ▶ Total Funding Requirements: Rs. 25,00,000
- ▶ Total Revenue Projections:

| YEAR   | REVENUE      |
|--------|--------------|
| Year 1 | Rs.10,00,000 |
| Year 2 | Rs.15,00,000 |
| Year 3 | Rs.30,00,000 |
| Year 4 | Rs.35,00,000 |
| Year 5 | Rs.40,00,000 |

# BUSINESS GOALS

- ▶ Flory Agro Exports LLP endeavours to cultivate the 20000 plants in upcoming year since piolet plantations has been successful.
- ▶ Also, Flory Agro Exports LLP aspires to include other verities like Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messengerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu in the upcoming year.



# SOCIAL IMPACT

1. *Flory Agro Exports LLP will stand as a trend setter and motivate other young agri entrepreneurs to inter into agricultural exports business.*
2. *Flory Agro Exports LLP aspires to convert ordinary village into agricultural exports hub.*
3. *It will influence farmers to change cropping pattern which is more economically viable and environment friendly.*
4. *It will provide alternative source of income to the farmers.*
5. *It will promote environment friendly organic agricultural practices.*
6. *It will generate employment opportunity at village level.*
7. *Doubling farmers income and doubling agricultural exports.*
8. *Promotes afforestation.*
9. *Contributes in sustainable economic development of the village.*



| Sr no                | Training to farmers to cultivate | Buy back agreement | Farmer's sales |
|----------------------|----------------------------------|--------------------|----------------|
| 1st year             |                                  | NIL                | NIL            |
| 2nd Year             | 5 (5000 plants)                  | Yes                | 500000         |
| 3rd Year             | 5 (5000 plants)                  | Yes                | 500000         |
| 4 <sup>th</sup> Year | 10 (10000 plants)                | Yes                | 1000000        |
| 5 <sup>th</sup> Year | 20 (20000 plants)                | Yes                | 2000000        |

# FUNDING NEED

|   | Deliverables and mile stones | Actions                                     | Total fund required |
|---|------------------------------|---|---------------------|
| 1 | Man power appointment        | 1 Farm Manager, 2 field investigators.      | 240000              |
| 2 | Seed plant                   | 10000 seed plant                            | 300000              |
| 3 | Transportation of seed plant | Transportation from Kerala                  | 50000               |
| 4 | Irrigation                   | Water pipe line, sprinkling.                | 500000              |
| 5 | Land preparation             | Land levelling (2 hectares)                 | 200000              |
| 6 | Refrigerator refer van       | Transport from farm to JNPT                 | 400000              |
| 7 | Marketing                    | Visit to Royal Flora Holland                | 300000              |
| 8 | Marketing                    | Membership of Royal Flora Holland           | 80000               |
| 9 | Training                     | Training to farmers, new agri entrepreneurs | 200000              |
| 9 | Artificial shading           | Net shading                                 | 230000              |
|   | <b>Total</b>                 |   | <b>2500000</b>      |

# REVENUE PROJECTIONS

| Sr no | Particulars                    | 1 <sup>st</sup> year | 2 <sup>nd</sup> Year | 3 <sup>rd</sup> Year | 4 <sup>th</sup> Year | 5 <sup>th</sup> Year |
|-------|--------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1     | Sales:                         |                      |                      |                      |                      |                      |
| 2     | 10000 cut fresh greens @ Rs 15 | 1500000              |                      |                      |                      |                      |
| 3     | 15000 cut fresh greens @ Rs 15 |                      | 1500000              |                      |                      |                      |
| 4     | 20000 cut fresh greens @ Rs 15 |                      |                      | 3000000              |                      |                      |
| 5     | 25000@Rs 15                    |                      |                      |                      | 3500000              | 4000000              |
| 6     | 30000@ Rs 15                   |                      |                      |                      |                      |                      |



# TEAM MEMBERS



| Sr no | Name                   | Designations | Specialisation         |
|-------|------------------------|--------------|------------------------|
| 1     | Dr. Parashram Patil    | Founder      | Agricultural Economist |
| 2     | Sanjeevani Redekar     | Co-founder   | Company Secretary      |
| 3     | Mr Milind Joshi        | Mentor       | Exports                |
| 4     | Dr. B R Patil          | Adviser      | Agriculture            |
| 5     | Dr Vishwanath Sadamate | Adviser      | Trade Expert           |
| 6     | Pradeep Ganu           | Expert       | Horticulture Expert    |



## SCOPE



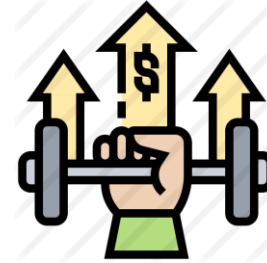
**Demand** for these greens in European market is huge. Presently Guatemala, Costa Rica, Israel Kenya and Ethiopia supply these to the Netherlands.

However, their supplies are inconsistent because of political and economic instability in these countries.

Demand is so huge that supplies from these countries are not able to meet the demand.

India has got solid **competitive advantages** for these products having tropical weather, strong and growing economy and stable political conditions.

## STRENGTHS



**Location** of our land, which climatically and geographically is one of the best locations in India (Western Ghat of India).

**Proximity** to India's largest international sea port and airport, which means good connectivity with Europe.

**Core team** consists of an expert from International Trade, veteran horticulturist and guidance of APEDA officials.

**Business model** has got very low risk, extremely good growth potential, very good upward scalability and huge market demand throughout the year



**FLORY AGRO EXPORTS LLP**

LLPIN : AAV - 9315

**Dr. Parashram Patil**

(Agricultural & Natural Resources Economist)





# Prototype is Ready





# Government Officials visit





# Farmers Interaction





## Awareness programme cum workshop for Women Farmers





# Media Coverage



धास्तीने संपविली जीवनयात्रा  
- वृत्त/ लोकल व्होकल

सातबारा उतारावरील एकूण जमान, वाटप झालेली व उर्वरित जमिनीपैकी कोणत्या बाजूच्या जमिनीची मागणी करण्यात आली याची नोंद नाही. येथून मंजूर करू नये, अशी मागणी आहे. हे अर्ज निकाली निघालेत की नाही हे माहिती नाही.

केंद्रीय कृषी मंत्रालयाकडून दखल : १८ नावीन्यपूर्ण शेती उद्योगात समावेश

## गुडेवाडीतील पाने परदेशी कार्यक्रमाची शोभा वाढविणार

**निगाप्पा बोकडे**  
लोकमत न्यूज नेटवर्क

चंदगड : परदेशी बाजारपेठेत मोठ्या प्रमाणात मागणी असणाऱ्या शोभीवंत पानांच्या झाडांच्या लागवडीचा प्रयोग गुडेवाडी (ता. चंदगड) येथे यशस्वी होत असून ही पाने परदेशी बाजारपेठेत लवकरच पाठविण्यात येणार असल्याने चंदगडच्या शेतीला अनोखी प्रचलणी मिळणार आहे.

जिल्ह्यातील गुडेवाडी (ता. चंदगड) येथील एशियन बँकेचे सल्लागार डॉ. परशुराम पाटील यांनी आपल्या शेतात प्रयोग केला असून त्याची केंद्र सरकारच्या कृषी मंत्रालयाने दखल घेतली आहे. तसेच देशातील १८ नावीन्यपूर्ण शेती उद्योगात याचा समावेश केला आहे. परदेशांमध्ये विविध कार्यक्रमांच्या निमित्ताने शोभीवंत पानांची सजावट केली जाते. त्यामुळे या पानांना मोठ्या प्रमाणात मागणी असते. याबाबत आभ्यास केल्यानंतर आपल्या देशातील हवामान याप्रकारच्या वनस्पतींसाठी पोषक असल्याचे डॉ. परशुराम पाटील यांच्या लक्षात आले. त्यांनी याबाबत सखोल आभ्यास करून आपल्या शेतात १० गुंठ्यांमध्ये या शोभीवंत पानांच्या झाडांची लागवड केली आहे. या लागवडीमध्ये प्रत्येकी एक एकर महिना एक ते दीड लाख रुपये उ मिळू शकते. कोल्हापूर जिल्हा सध्या हा प्रयोग यशस्वी असल्याचे स्पष्ट होताच केंद्रीय मंत्रालयाकडूनच याची दखल आली आहे.

शेतीतील नावीन्याचा शो शेतीकऱ्यांना उत्पादन आणि कौशल्य यांचे प्रशिक्षण देण एशियन बँक तसेच स्टार्टअ सल्लागार डॉ. परशुराम पा करत आहेत.

**शेतीला व्यवहारिक स्वरूप देणार**  
आपल्या ज्ञानाचा उपयोग देशाबरोबरच माझ्या जन्मभूमीला व्हावा, यासाठी विविध उपक्रम हाती घेतले असून त्यातील शोभीवंत झाडांची लागवड हा एक भाग आहे. चंदगडच्या शेतीला पारंपरिकतेतून बाहेर काढून त्याला व्यावहारिक स्वरूप देण्याचा मानस असल्याचे पाटील यांनी सांगितले.

गुडेवाडी (ता. चंदगड) येथील प्रगतिशील शेतकरी डॉ. परशुराम पाटील यांनी केलेली शोभीवंत झाडांची शेती.





# Awareness programme cum workshop for Farmers





# Recent Transactions



# Recent Transactions





**Video Link of the Flory Agro Export LLP Startup:**

**[https://www.youtube.com/watch?v=kxHRf3\\_VxWQ](https://www.youtube.com/watch?v=kxHRf3_VxWQ)**

*Thank You*