

ADNAN ENTERPRISES

“Empowering Farmers, Simplifying the Journey from Soil to Sale.”

About Us

We are a growing agri-enterprise on a mission to make agriculture fair, transparent, and profitable for farmers. Adnan Enterprises connects farmers directly with mandis and markets through licensed trading and efficient logistics, reducing middlemen costs, commission losses, and wastage.

Our upcoming initiative — shared cold storage facilities — will allow farmers to store produce without distress selling, giving them control over pricing and timing.

WHAT DO
WE DO ?

We enable direct farm-to-market trading, eliminate middlemen losses, and empower farmers through fair pricing and shared cold storage solutions.



Vision

To be a trusted bridge between farmers and markets, driving fair income and sustainable agri-growth.

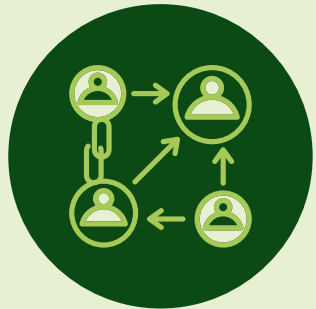
Mission

To simplify agri-trade, cut value loss, and build a transparent system that benefits both farmers and consumers.



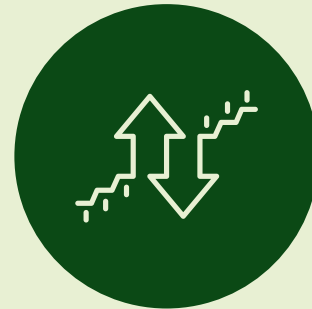
Problem Statement

Despite progress in agri-trade, farmers still face systemic barriers that limit income and sustainability.



Middlemen Dependency

Farmers lose profit due to multiple layers of agents and commission cuts in mandi sales.



Price Instability

Seasonal fluctuations and poor bargaining power force distress selling at low prices.



Post-Harvest Losses

Lack of cold storage and inefficient logistics lead to spoilage and waste of fresh produce.



Limited Market Access

Small farmers struggle to connect directly with reliable buyers and institutional markets.

These are not just challenges—they're opportunities to build a fair, transparent, and efficient agri-trading ecosystem.

Our Solutions



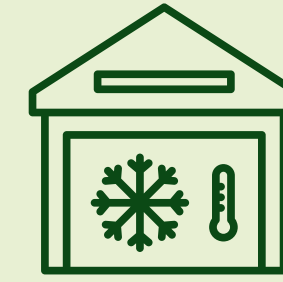
Direct Farm-to-Market Trading

We connect farmers directly to markets through licensed mandi trading, cutting out middlemen and ensuring fair pricing.



Transparent Procurement System

A structured model that guarantees on-time payments, standardized grading, and transparent rate discovery.



Cold Storage (Upcoming)

Shared cold-storage facilities help farmers preserve produce, reduce waste, and sell at better market timing.



Logistics & Market Linkage Support

We streamline aggregation and transportation to link farmers with wholesalers, retailers, and institutional buyers.

Together, these solutions build a transparent, efficient, and farmer-friendly agri-value chain.

Competitive Advantage

Adnan ENTERPRISES – FARMER-FIRST AGRI TRADING SOLUTION

Compliant Trading Model

Operating with official mandi licenses ensures trust, transparency, and legitimacy in every transaction.

Direct Farm-to-Market Network

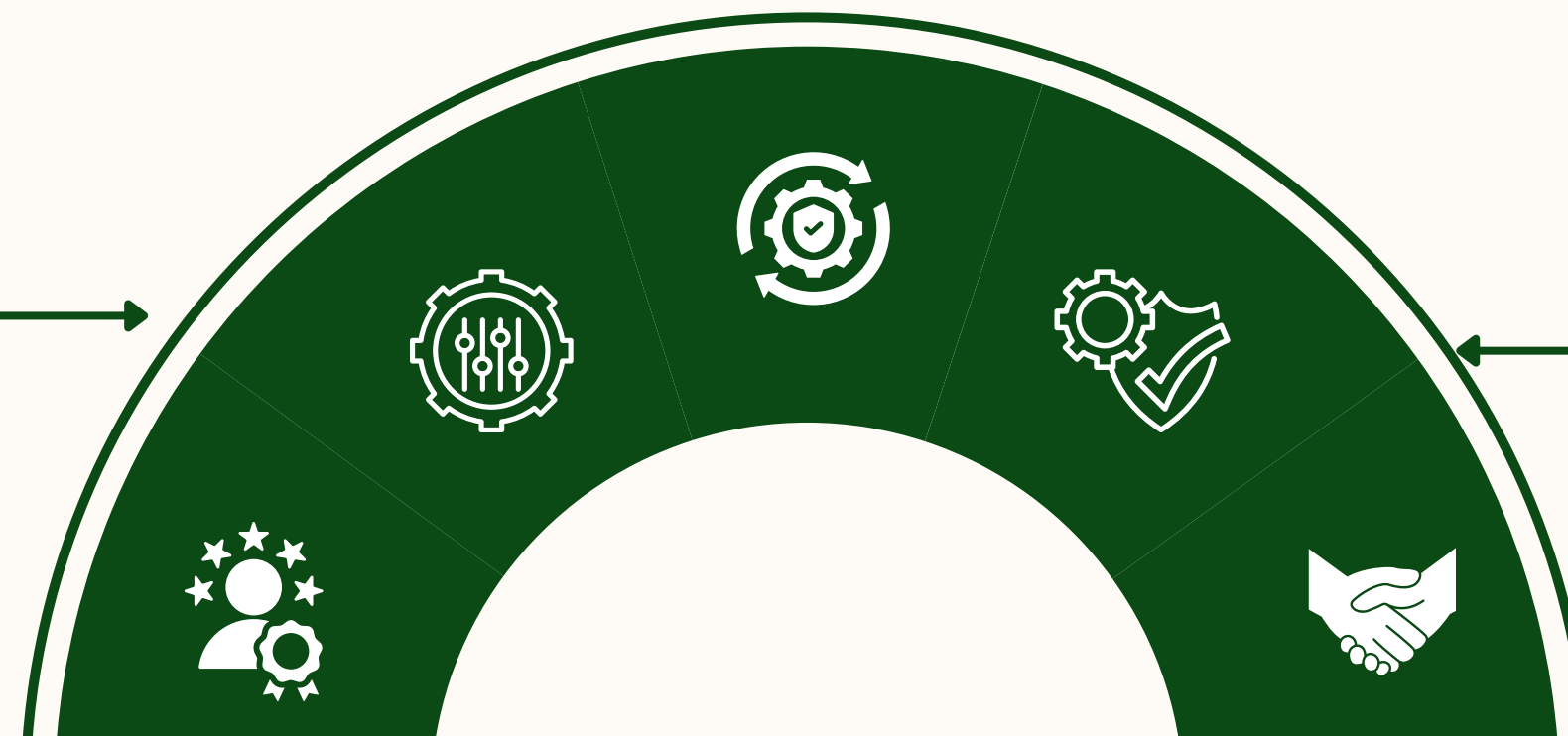
We eliminate intermediaries, enabling farmers to sell directly and earn higher profits while buyers access quality produce.

Integrated Cold Storage Plan

Our upcoming shared storage facilities minimize wastage, stabilize prices, and improve market timing for farmers.

Operational Efficiency & Trust

We combine real-time logistics, grading, and transparent pricing to deliver reliable and repeatable trade cycles.



Market Opportunity

India's Agri-Trade Landscape

India's agriculture market exceeds **USD 400+ billion**, with over **60%** of produce passing through traditional mandi systems. Post-harvest losses in perishables account for **10–15%**, creating a massive opportunity for efficient trading and storage solutions.

Segment	Opportunity Focus	Approx. Value (INR)	Growth Rate (CAGR)
Direct Farm Procurement & Mandi Trade	Licensed traders, digital marketplaces	₹1,50,000 Cr	8–10%
Cold Storage & Logistics	Shared and value-added storage	₹55,000 Cr	12–15%
B2B Fresh Supply & Retail	Institutional buyers, hotels, and exporters	₹80,000 Cr	10–12%

Total Addressable Market (TAM): ₹2.8+ Lakh Crore (~USD 34 Billion)

Serviceable Available Market (SAM): ₹18,000–20,000 Cr

Serviceable Obtainable Market (SOM – 3 Yr Goal): ₹100–150 Cr

Target Market



Segmentation

- **Demographic:** Farmers, local aggregators, wholesalers, and mandi buyers.
- **Geographic:** Rural and semi-urban belts across Tier-2 & Tier-3 cities.
- **Psychographic:** Farmer groups seeking stable income and fair trade.
- **Behavioral:** Preference for transparent transactions and reduced commission losses.



Targeting

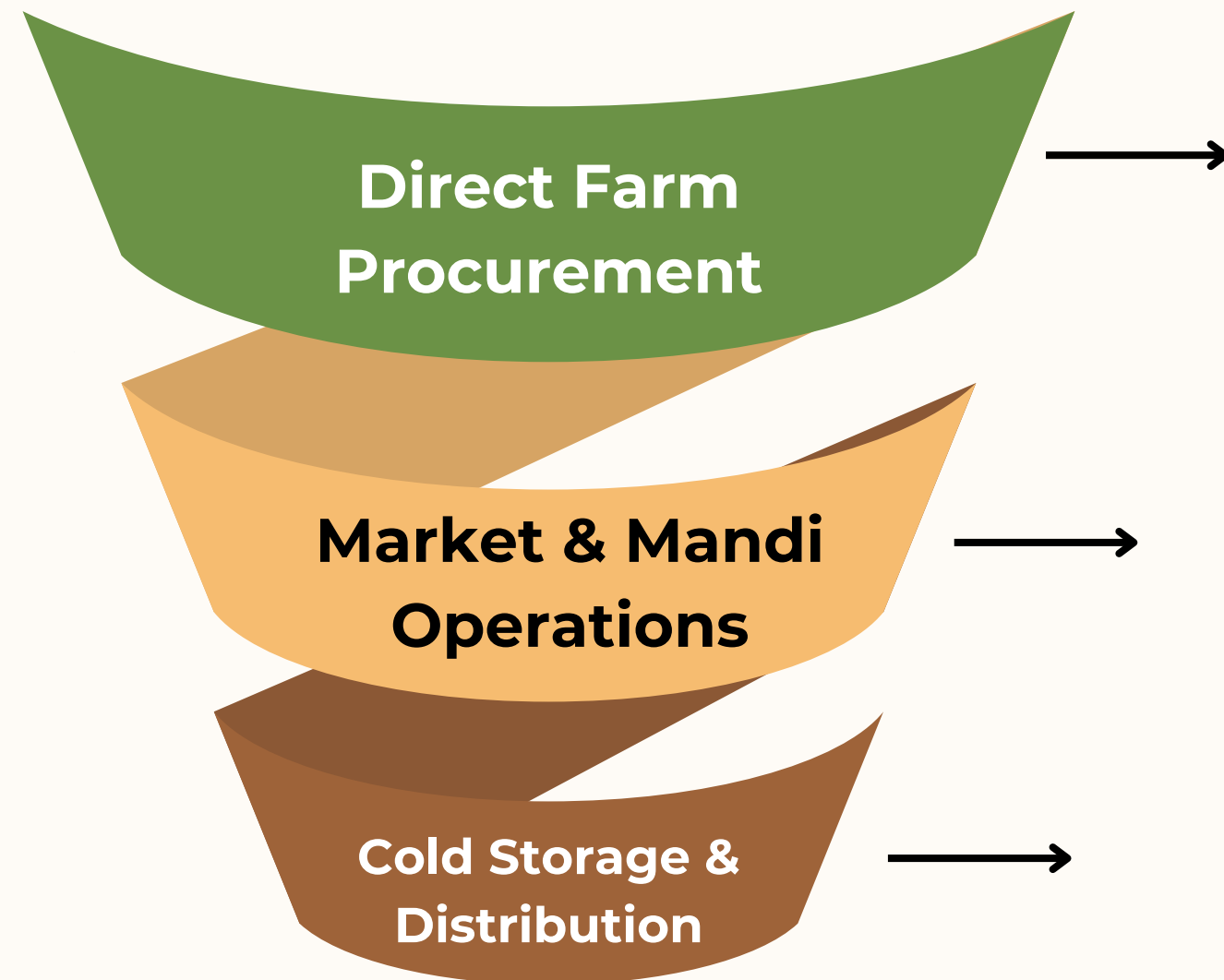
- Farmers and FPOs seeking better price realization through direct trade.
- Local traders and buyers preferring verified, licensed procurement channels.
- Retailers and agri-businesses needing consistent supply and quality produce.
- Farmer clusters looking for shared cold storage and logistic support.



Positioning

We position ourselves as a trusted farm-to-market partner that empowers farmers, ensures fair pricing, and builds a transparent, efficient, and scalable agri-trading ecosystem.

Go to Market Strategy



Direct Farm Procurement

Target: Individual farmers, farmer groups & local aggregators

- Conduct farm-level awareness and trust-building meetings
- Partner with FPOs and mandi networks for bulk sourcing
- Ensure fair pricing and quick settlements to gain loyalty

Market & Mandi Operations

Target: Wholesalers, retailers & institutional buyers

- Build steady mandi presence using licensed trade channels
- Offer assured quality, grading, and transparent price discovery
- Develop relationships with key buyers through consistent supply

Cold Storage & Distribution

Target: Farmer clusters, agri-cooperatives & B2B buyers

- Launch shared cold storage facilities on lease model
- Provide pay-per-use storage with value-added logistics
- Enable timing-based selling to reduce post-harvest loss

Revenue Model

Farm-to-Market Trading

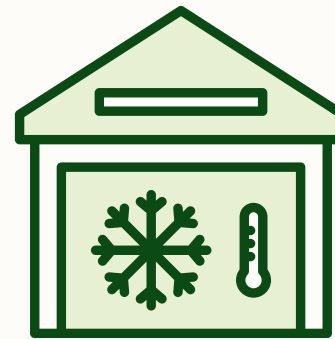


(Mandi Operations)

- Margin from direct procurement and resale
- Commission from bulk mandi trades
- Service fees from verified buyer linkages



Cold Storage & Logistics (Upcoming)

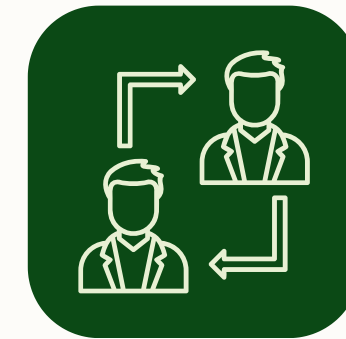


(Shared Infrastructure Model)

- Rental income (per crate/day) from farmers and traders
- Value-added storage (sorting, grading, pre-cooling)
- Transport and delivery charges on pooled routes



Retail & B2B Sales



(Expansion Stage)

- Wholesale supply to retailers, hotels & exporters
- Retail packaging under “Adnan Fresh” brand
- Long-term contracts with institutional buyers

Aim to Scale up

Short-Term (0–18 Months)

- Strengthen mandi trading operations and direct procurement from farmers.
- Launch shared cold storage facility in one key agri-cluster.
- Build strong buyer network with institutional and retail partners.
- Implement digital tracking for procurement, grading, and payments.
- Conduct farmer onboarding and awareness programs in 3–4 districts.

Long-Term (18–48 Months)

- Expand cold storage capacity across multiple states and high-yield zones.
- Launch mobile-based trading and inventory management platform.
- Partner with FPOs and agri-fintechs for farmer credit and storage financing.
- Diversify into B2B & retail branding under “Adnan Fresh.”
- Establish export linkages for high-demand crops and value-added products.

SWOT Analysis

Strengths

- Licensed mandi trader
- Direct farmer network
- Transparent pricing
- Experience in agri logistics

Weaknesses

- Limited capital
- Manual tracking systems
- Regional brand presence

Opportunities

- Growing demand for organic produce
- Govt support for agri startups
- Expansion into cold storage & exports

Threats

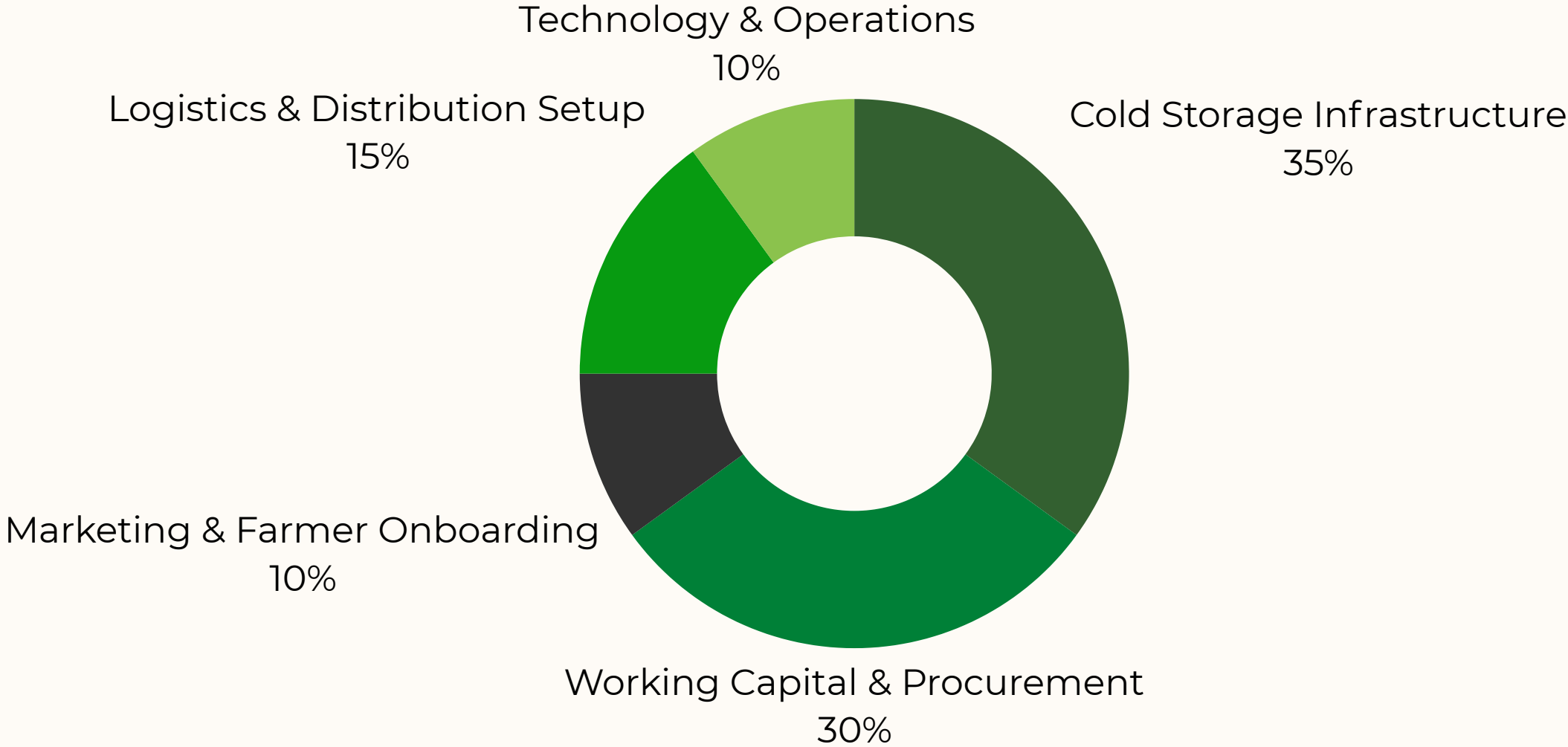
- Price fluctuations
- Climate dependency
- Rising competition from large aggregators



Fund Utilization Plan

Our Ask

The funds will be used to strengthen farm-to-market operations, build cold storage infrastructure, expand logistics reach, enhance technology systems, and scale farmer onboarding & marketing programs.



Our Visionary Leader




Mohd Asim Khan


Proprietor



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