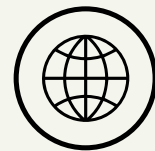




Muralidhar Agriculture Fruit And Plantation



<https://www.indiamart.com/muralidharagriculturefruitplantation/>

About Us

Muralidhar Agriculture Fruit and Plantation is a progressive agribusiness dedicated to producing and supplying high-quality, lab-grown plants through advanced tissue culture techniques. Based near Fatehpur, the company specializes in cultivating premium varieties of banana, pomegranate, guava, and other fruit plants, ensuring farmers receive healthy, uniform, and disease-resistant seedlings. By establishing the first tissue culture lab in the region, Muralidhar Agriculture is bridging the gap between modern agricultural biotechnology and local farming needs, reducing costs, ensuring timely supply, and boosting productivity for farmers across Jharkhand, Madhya Pradesh, Uttarakhand, Bihar, and Maharashtra.



To be the leading provider of innovative, high-quality plant varieties in the region, empowering farmers with reliable, affordable, and sustainable agricultural solutions through modern biotechnology.



To enhance local farming productivity by producing premium, disease-free banana, pomegranate, guava, and other plants using advanced tissue culture techniques, while generating local employment and ensuring timely, cost-effective supply to farmers.

Problem



Farmers in our region rely on distant suppliers for banana, pomegranate, and guava plants.

Long transportation times cause plant damage and loss of quality.

Lack of a local tissue culture lab leads to delays, higher prices, and limited availability.

Imported plants increase costs for farmers by ₹2 per plant due to transport charges.

Irregular supply impacts crop planning, yield, and farmer income.



Solutions We are Offering



Local Tissue Culture Lab:

First in the region, producing banana, pomegranate, and guava plants locally.



Advanced Israeli Biotechnology:

High-quality, disease-resistant, and uniform seedlings.



Timely & Reliable Supply:

No delays or damage from long transport.



Cost Savings for Farmers:

Save ₹2 per plant by cutting transport expenses.



Farmer Support & Supervision:

On-field guidance to improve yield and income.



Local Employment & Economic Growth:

Creating employment and boosting the rural economy.



Technology We Use



01 *Tissue Culture Propagation: Producing uniform, disease-free plants at scale.*

02 *Israeli Techniques: Advanced methods for faster growth and higher yields.*

03 *Controlled Lab Environment: Ensures 100% quality and consistency.*

04 *Traceability: Every plant can be tracked from lab to farm.*



Our (USP)



First Local Lab:
Eliminates farmer dependency on outside suppliers.



Guaranteed Quality:
Certified, disease-free, uniform plants.

Proven Track Record:
3 years of farmer trust.



Innovation Edge:
Israeli tech for higher yield at lower cost.



Value Proposition

Cost Advantage: Farmers save on transportation, making plants more affordable.

Time Efficiency: Reliable, timely supply aligns with farmers' crop cycles.

Productivity Boost: Higher yields and reduced crop loss improve farmer profits.

Holistic Support: Beyond sales, providing supervision and training for better outcomes.

Community Impact: Generating local jobs and strengthening the regional agri-economy.

Our Products

Tissue Culture G9 Banana Plant & Pomegranate Plants






Fruit Plant





Market Size Overview



TAM: Total Addressable Market (India, TC banana)

- **Volume:** ~864 million plants/year Calculation: $0.96M \text{ ha} \times 3,000 \text{ plants/ha} \times 30\% \text{ adoption} \approx 864,000,000$.    
- **Value:** ~₹1,555 crore/year Calculation: $864M \times ₹18 \approx ₹15,552,000,000$ ($\approx ₹1,555$ crore). 

SAM: Serviceable Available Market (Target states)

- **Target geography:** Maharashtra, Bihar, Madhya Pradesh, Jharkhand, Uttarakhand.
- **These states together account for ~22% of India's banana output** (Maharashtra ~14.3%, Bihar ~10.5%; MP/Jharkhand/Uttarakhand smaller but additive). Conservative roll-up based on NHB shares.  
- **Volume:** ~190 million plants/year $22\% \times \text{India TAM volume} \approx 190,080,000$.
- **Value:** ~₹342 crore/year $190.08M \times ₹18 \approx ₹342.1$ crore.

SOM: Serviceable Obtainable Market (3-year goal)

- **Capture:** ~1% of SAM via local lab capacity + dealer network.
- **Volume:** ~1.9 million plants/year.
- **Value:** ~₹3.4 crore/year ($1.90M \times ₹18 \approx ₹3.42$ crore).



Target Customers / Market

- **Farmers:** Small & medium growers of banana, pomegranate, guava.
- **FPOs & Cooperatives:** Bulk buyers for member farmers.
- **Agri-Dealers & Nurseries:** Local distributors and resellers.
- **Institutions:** Govt schemes, NGOs, CSR projects.



Business Model & Revenue Sources

- ***Hybrid B2B and B2C model*** – supplying high-quality, lab-grown tissue culture plants directly to farmers (B2C) and to nurseries, agri-dealers, and agri-companies (B2B).

Revenue Sources

Sale of tissue culture
banana, guava, and
pomegranate plants

Consultancy & supervision
services for farmers

Bulk supply contracts with
nurseries and agri-firms

Training and demo
programs on advanced
plantation methods

Go-to-Market Strategy

1. Direct Farmer Outreach: Conduct Kisan Melas, demo farms, and training camps.

2. FPO & Cooperative Partnerships: Bulk supply through local farmer groups.

3. Dealer & Nursery Network: Tie-ups with agri-input shops for last-mile distribution.

4. Digital Channels: Promote via WhatsApp groups, Facebook farmer communities, and agri apps.

5. After-Sales Support: Provide on-field supervision to build farmer trust and loyalty.



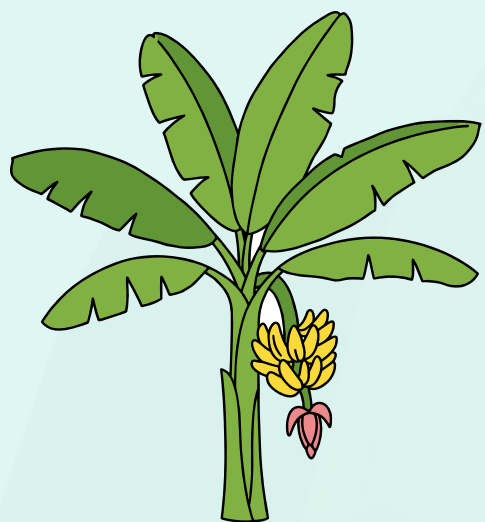
Our Industry Peers



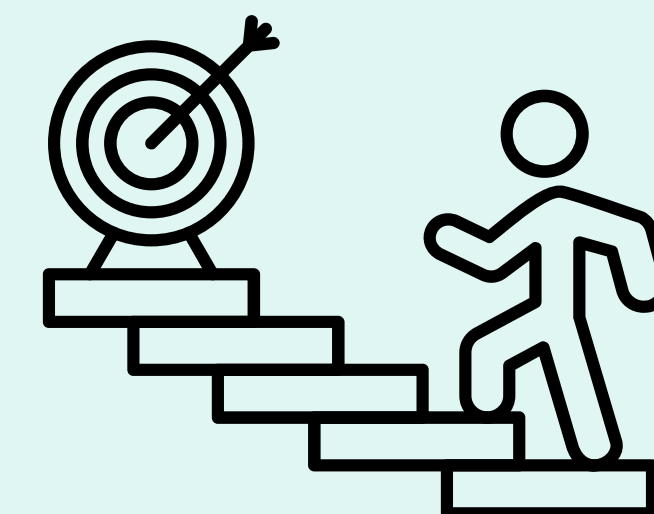
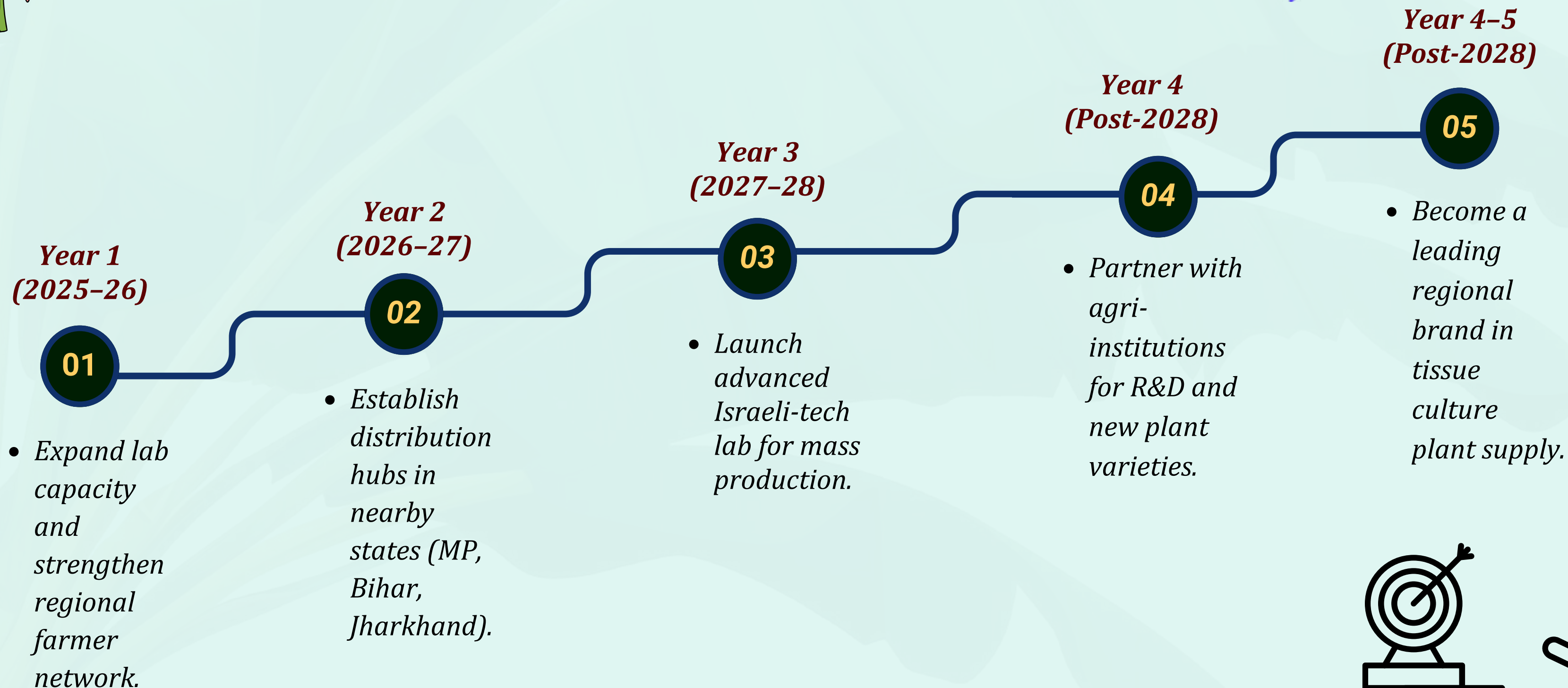
Large-scale supplier of banana tissue culture plants across India.

Our Competitive Advantages

- *Local Presence: First lab in our region; competitors are distant.*
- *Lower Costs: Farmers save on transport, making plants cheaper.*
- *Timely Supply: No delays or plant damage from long logistics.*
- *Personalized Support: On-field guidance, unlike large-scale suppliers.*
- *Farmer-Centric Model: Focus on small & medium farmers, not just bulk buyers.*



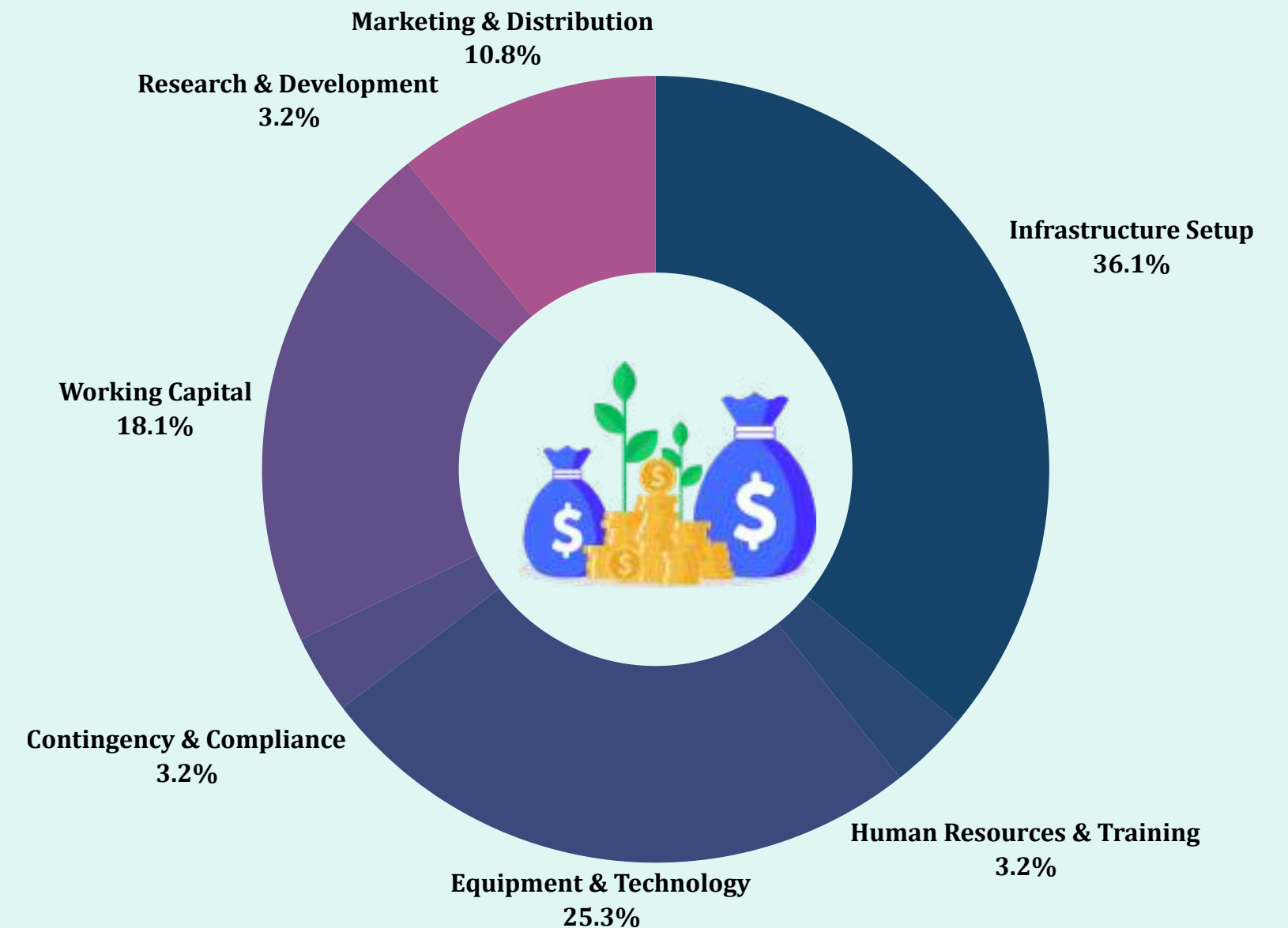
Aim to Scale Up / Key Milestones



Ask and Utilization

- **Infrastructure Setup – ₹ 10,00,000/-**
 - Lab construction/renovation, climate-controlled chambers, water & electricity backup.
- **Equipment & Technology – ₹ 7,00,000/-**
 - Tissue culture lab equipment (laminar flow hoods, autoclaves, culture racks, microscopes).
 - Procurement of Israeli propagation technology.
- **Working Capital – ₹ 5,00,000/-**
 - Raw materials (media, hormones, glassware, chemicals).
 - Procurement of initial mother plants.
- **Marketing & Distribution – ₹ 3,00,000/-**
 - Farmer outreach programs (kisan melas, demo farms).
 - Dealer/FPO partnerships, branding & digital promotions.
- **Human Resources & Training – ₹ 2,00,000/-**
 - Staff salaries, farmer training.
- **Contingency & Compliance – ₹ 1,00,000/-**
 - Licensing, quality certifications, and unforeseen expenses.
- **Research & Development – ₹ 2,00,000/-**
 - Licensing, quality certifications, and unforeseen expenses.

₹ 30,00,000/-
% Allocation



Meet Our Team



Durga Devi

Account Head

Work Experience: 2 years

Qualification: B.A, A.N.M



Sumer Singh

Sales Head / Manager

Work Experience: sales 6 years

Qualification: B.Sc



Shivkaran Yadav

HR

Work Experience: 6 months

*Qualification: 12 th + pursuing
Graduation.*

***Thank You for
Your Attention***

***Murlidhar Agriculture
Fruit & Plantation***



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