

SUCCESS STORIES OF STARTUPS

Under RKVY RAFTAAR Scheme

Amalfarm Solutions Private Limited

Founder: Rahul Prakash

Focus Area: Supply Chain & Agriculture Logistics

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Location: Uttar Pradesh

Year of Startup Incorporation: 2020

Incubated in: 2021-22 at IARI



This is a B2B and B2C startup offering multi-category and authentic food products. From its website Amalfarm.com, the startup is doing business of Geographical Indication (GI Tag) agriculture products under its brand "Amalfarm."

It provides authenticity to its consumers through QR code-based traceability. The GI tag number and emblem on the package also indicate trust in the goods.

The startup's traceability system and tech platform partner with farmers for procurement and sell GI Tag products to organized demand in retail and wholesale. The company offers farmers 2X more income than the traditional model.



* 1500+ farmers benefitted



* Rs. 100 Lakh Revenue



* Presence in 10+ states



* 1000+ Paid Customers

* as provided by the startup [Data Year 2023-2024]