

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## PG Agri Infra Private Limited

**Founder:** Anujay Rao & Maheshwar Rao

**Focus Area:** Mechanization of Farming & Allied Activities

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**Location:** Hyderabad, Telangana, India

**Year of Startup Incorporation:** 2016



### PROBLEM STATEMENT:

- Unavailability and rising costs of farm labor.
- Rising fuel costs and inaccessible heavy equipment in small lands.
- Weed removal and spraying are a burden on human effort

### SOLUTION OFFERED:

- FARMBUG-E is an all-electric 4 wheeled self-propelled farm utility vehicles.
- Capable for all crop maintenance activities such as weeding, spraying, harvesting and material movement. Farm bug-e is suitable for all crops, plantations and vegetable farms



### PRODUCT USP:

- Minimum of Rs. 10,000/- of input cost reduction per acre
- 22-inch track width, capable of going in between rows.
- Fully electric, zero fuel costs – battery backup 2hour 15mins
- Attachments such as brush cutter and sprayer to reduce burden of human effort.
- 5 – 7x faster cutting than manual labor and 2 – 3x faster than power weeders/tillers
- 5x cheaper than tractors.



### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- FARMBUG-e is electric i.e., no fuel costs and no emissions, therefore reducing carbon footprints
- It is rideable, reducing burden put on human effort and dignity of labour.
- FARMBUG-E reduces input costs there by increasing farmer income



\* 25 acres demo completed



\* Rs. 10K saving per acre



\* 150 farmers benefitted



\* Rs. 40 Lakhs Revenue

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