

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Frozenhive

**Founder:** Gagan Deep K. V.

**Focus Area:** Farm Mechanization

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**Foundation Year:** 2019

**Location:** Karnataka



### PROBLEM STATEMENT

Lack of post-harvest storage solutions for perishable agricultural commodities.

### SOLUTION OFFERED

Startup has developed an innovative multi-room solar powered cold storage solution for storing perishable agricultural commodities. Specialized in offering cold room rental services and customized cold room installations to meet the specific requirements of customers. The innovative design, integrated with solar technology, not only ensures electricity savings but also maximizes profits for your agricultural and dairy produce

### PRODUCT USP

- Multiple rooms suitable at collection and distribution points for range of products.
- Cost effective Solar backup solution at the price of diesel generators.
- Higher Efficiency (Up to 30%) 4) Ecofriendly design: low amounts of nonCFC refrigerant (80% less).

### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Reduce food loss, empowerment of small farmers and enhanced livelihoods. This technology is energy efficient, conserve resources, helps in cost saving by improving profitability of the farmer. Access to cold storage facilities encourages farmers to diversify their crops and reduce the pressure to sell quickly. This promotes more sustainable and diverse agricultural practices.



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10+ Paid Customers



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100+ Farmers Benefitted

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