

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Hooga Farms Pvt. Ltd

**Founder:** Sowmya Balasubramaniam

**Focus Area:** Agricultural Inputs & Biotechnology

**Website:** <http://www.hoogaseeds.com/>

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**Foundation Year:** 2021

**Location:** : Tamil Nadu



### PROBLEM STATEMENT

Limited access to high yielding, high quality, climate resilient native seeds in the market.

### SOLUTION OFFERED

Startup is offering climate conditioned seed storage facilities for conserving rare seeds - poly house seed production unit for native heirloom seeds. – Seed yatra to identify rare perennial high yielding vegetable seed.

### PRODUCT USP

- PRODUCT Native heirloom seeds, of foods with high nutritional value, high yield, some perennial and climate resilient.
- PROCESS - Symbiosis – Producer, company and consumer coevolve at HOOGA Seeds

### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The AI-Deep tech SAAS platform empowers farmers with transparent pricing, boosts economic efficiency by reducing transaction costs, and promotes sustainability by optimizing resource use and minimizing carbon footprint in agricultural supply chains.



\*500+ Farmer  
Benefitted



\*300+ Paid  
Customers



\*1 Product in  
market

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