

EXCITING BUSINESS OPPORTUNITY IN URBAN FARMING



Land Farming



Rooftop farming



Green wall

UNIQUE POINTS OF OUR DEALER PROGRAM



- Living Greens is the first Urban Farming Company in the world who is creating urban farming dealers
- Start an Urban Organic Farming Business with just Rs. 2.25 lakhs*!
- This is a Commission-based model, there is no need to invest in stock (for re-selling)
- Multiple business opportunities under one brand - Rooftop Farming, Land Farming, Green Walls, Living Billboards, School Farming, Organic sprays and Organic Composts and mixes
- free software systems - Lead Engagement System, Customer Lifecycle Management, Dealer Management System
- Marketing and awareness generation to be done by the company for 6 months
- Off-site and On-site Training support given by the company for 6 months
- Online Customer Support given to all customers by the company for 6 months
- *Taxes and freight extra

COMPONENTS OF URBAN FARMING BUSINESS



ROOFTOP ORGANIC FARMING

- Growing fresh organic veg on the rooftops of houses.
- Converting large rooftops of commercial buildings (hotels, malls, office, hospitals, etc) into lush green organic farms.
- Creating rooftop organic farms in schools to teach organic farming to children
- Create “organic communities” in the city



INDOOR GREEN WALLS

- In hotels & malls to create a “green & cool ambience”
- In offices & schools for enhancing workspace efficiency by increasing indoor oxygen

OUTDOOR GREEN WALLS

- Cover the exposed walls to create “green & cool buildings”
- Enhance the “perceived value” of real estate projects



ORGANIC FARMING ON LAND

- Grow organic vegetables in Kitchen Garden
- Convert farmhouses into “organic farmhouses”.
- Commercially grow organic vegetables on large land parcels of real estate companies.
- Convert farmhouses into “rent-an-organic farm” model

WHO IS OUR CUSTOMER?



FOR ROOFTOP FARMING

RETAIL CUSTOMERS

- “Home-growers” – plant-lovers, who need minimal service support
- “Organic-eaters” – don’t have time to grow, require 100% service support

INSTITUTIONAL CUSTOMERS

- Builders
- Hotels/Restaurants
- Schools/Colleges

GOVERNMENT

- State Department of Horticulture
- ULBs (Urban Local Bodies)



FOR GREEN WALLS

INSTITUTIONAL CUSTOMERS

- Architects/Interior Designers/PMCs
- Builders
- Offices/Showrooms
- Hotels/Restaurants
- Schools/Colleges

GOVERNMENT

- State Department of Urban Development
- ULBs (Urban Local Bodies)



FOR LAND FARMING

RETAIL CUSTOMERS

- Kitchen Garden
- Empty plot in the city
- Farmhouse

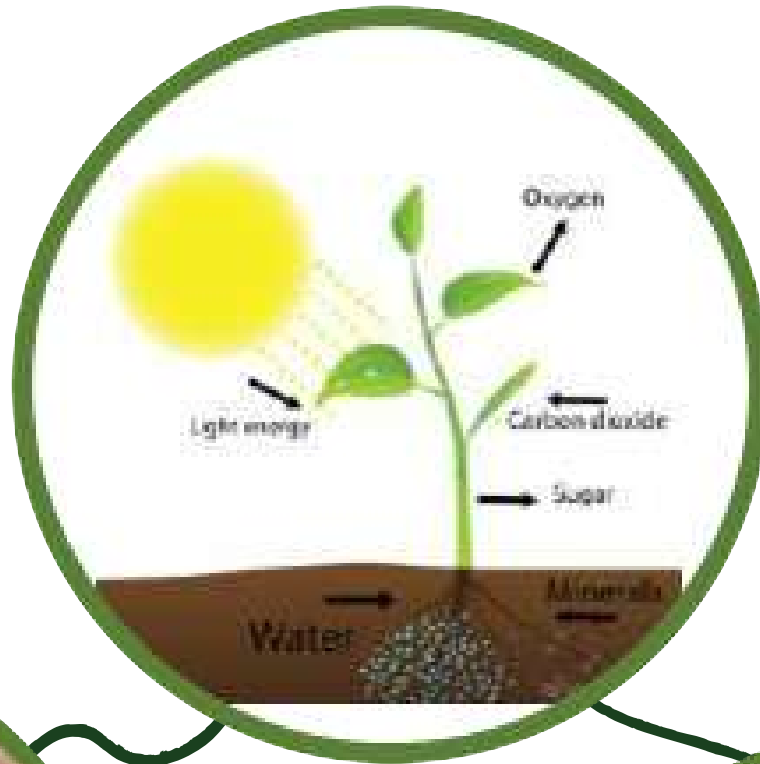
INSTITUTIONAL CUSTOMERS

- Builders, with un-used land parcels
- Resorts/Hotels, with vacant land
- Schools/Colleges/Universities

GOVERNMENT

- State Department of Agriculture
- ULBs (Urban Local Bodies)

WHY PEOPLE WANT TO GROW VEG. AT HOME?



Plants produce
o₂



Erratic Rise in
Veg. Price



Build Immunity



Connect Children
to nature



Fun Exercise for
elders



Eat healthy and
fresh

PROBLEMS FACED BY URBAN GROWERS



**Leaking
Bottom**



**No sub-surface
drain**



**Weight
on rooftop**



**Depend
on gardener**



**Wrong
plant density**



No Time



**Saplings
not available**



**No support
services**

OUR SOLUTION - URBAN FARMING PACK



Portable Farming System

- Soil-less organic medium
- Leak-proof container
- Drip System & Sub-surface drainage
- Get 3X yield (as compared to land farming)



Organic Input Kit

- Control 90% pests & diseases
- Organic Foliar Sprays
- Organic Root Fertilizers
- Bio - fertilizers (mid and end season)



Online Support System

- Whatsapp group
- Daily online guidance
- Real-time support
- Pest & Disease identification
- Inter-culture videos
- Sowing charts



On-site Maintenance

- Hardware check
- Inter-culture activities
- Pest & Disease Identification
- Sowing/Transplanting

ONE SOLUTION FOR ALL PROBLEMS



Save Energy

Build Immunity



Composting of kitchen waste



Reduce Food Miles



Grow fresh organic veg



Create jobs for the youth

WHERE ARE THE ROOFTOPS?



School



Hospital



Office



Home



Mall



Hotel

STATES & CITIES PROMOTING ROOFTOP FARMING



बिहार सरकार



सत्यमेव जयते

Government of the National Capital Territory of Delhi

THE TIMES OF INDIA

New Town Kolkata Development Authority comes up with rule for rooftop gardens

THU, APR 26, 2018, 04:15 AM IST



KOLKATA: The New Town Kolkata Development Authority (NKDA) has proposed to make it mandatory for all new buildings in New Town to have provisions for rooftop gardens.

"The NKDA will send the policy proposal for approval by the state government in a few days," said an NKDA official. The rule will be applicable for residential, educational and commercial buildings in New Town.

Officials said that the decision taken by the NKDA board is based on one of the suggestions that was discussed earlier in a workshop, 'Rejuvenating Post Amphan', that was organized by the authorities earlier this month.

The Indian EXPRESS

Mumbai: BMC to make terrace gardens mandatory for new buildings with plots over 2,000 sq mts

Officials said the civic body will also hold consultation with builders' associations such as Maharashtra Chamber of Housing Industry (MCHI), and National Real Estate Development Council.



Choose Peace Over Panic

घर की छत पर बागवानी के लिए 25 हजार का अनुदान

वर्ग फीट क्षेत्रफल की छत होने चाहिए योजना के लिए

300



DELHI NEWS

Delhi govt to launch Urban Farming Policy soon: Gopal Rai

Gopal Rai, Director of Urban Farming, said that the government is planning to launch an Urban Farming Policy soon. He mentioned that the policy will focus on promoting rooftop farming and other urban farming activities. He also mentioned that the government is planning to provide financial support to urban farmers.



THE TIMES OF INDIA

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Living Greens: This Jaipur start-up is cooling homes with rooftop gardens

Living Greens Organics Private Limited is a Jaipur-based start-up that is promoting rooftop farming. The company has launched a program to provide rooftop farming kits to urban farmers. The kits include everything needed to start a rooftop garden, including soil, seeds, and containers.



PRODUCTS



PORTABLE FARMING



ORGANIC FARMHOUSES



LIVING BILLBOARDS



**BALCONY
GROWING SYSTEM**



**FRUITS
GROWING BAG**



GREEN WALL

PORTABLE FARMING SYSTEM



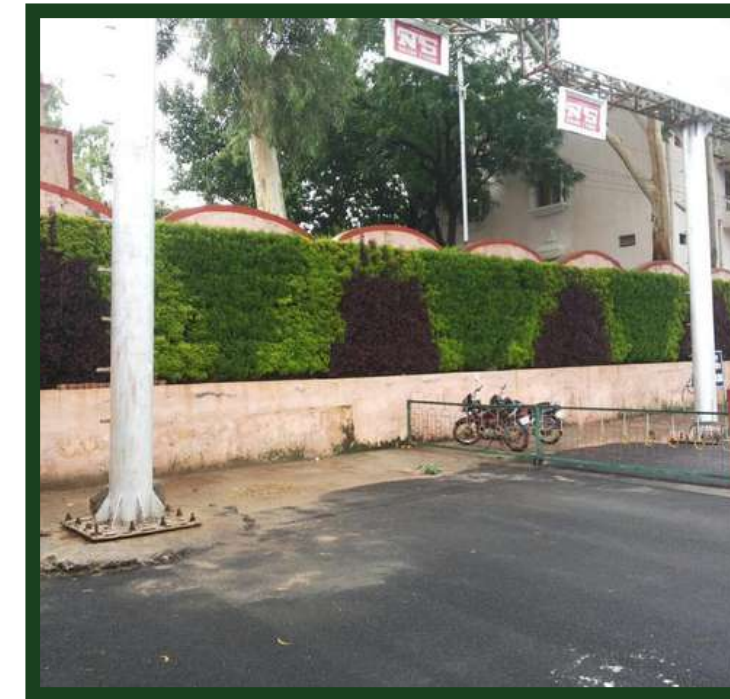
- Extremely lightweight soil-less organic medium
- UDL of less than 15 kgs per sq ft
- 100% leak-proof for at least 5-6 years
- No punctures in the rooftop
- Sub-surface drainage system
- Shipped & received in CKD form

LAND FARMING



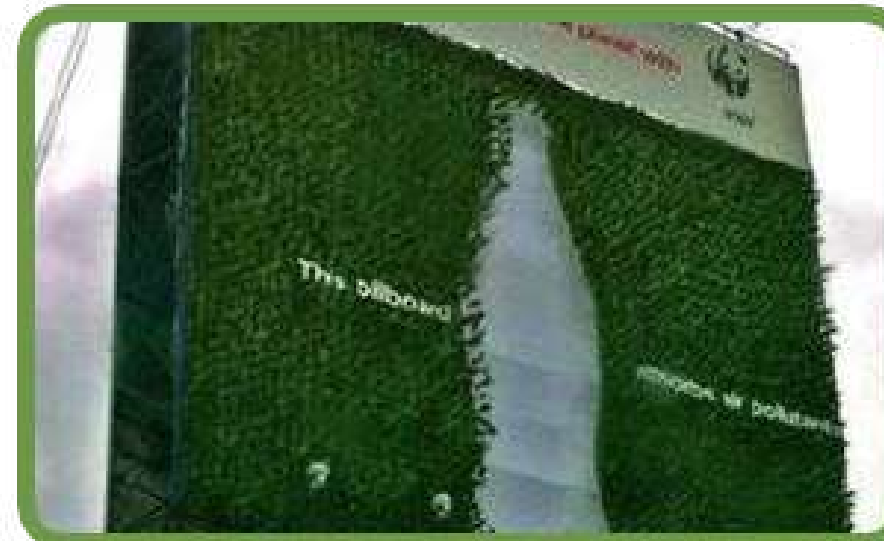
GREEN WALLS

Cover your exposed walls with Live Plants or create an oxygen-rich indoor environment



LIVING BILLBOARD

Write your brand message on a billboard, using live plants!



ORGANIC PLANT PROTECTION KIT



Organic Foliar Sprays

- Bio-control agents
- Vedic Formulations
- Natural growth promoters

Organic Root Applications

- Bio-fungicide
- Bio-nematicides
- Bio-termiticide
- Vedic Formulations

Traps

- Yellow Sticky Trap
- Pheromone trap (with lure)

Bio-fertilizers

- Mid-season application
- End-season application

CUSTOMER LIFECYCLE MANAGEMENT SYSTEM

- New Customer On-boarding training
- Receive information about your purchases, material movement, and installation dates
- Receive information about the maintenance service pack
- Receive maintenance service reports
- Share problem pics (of veg plants) with an organic expert
- Purchase new products & and services
- Receive notifications and reminders
- Give your feedback/suggestions



SCHOOL FARMING



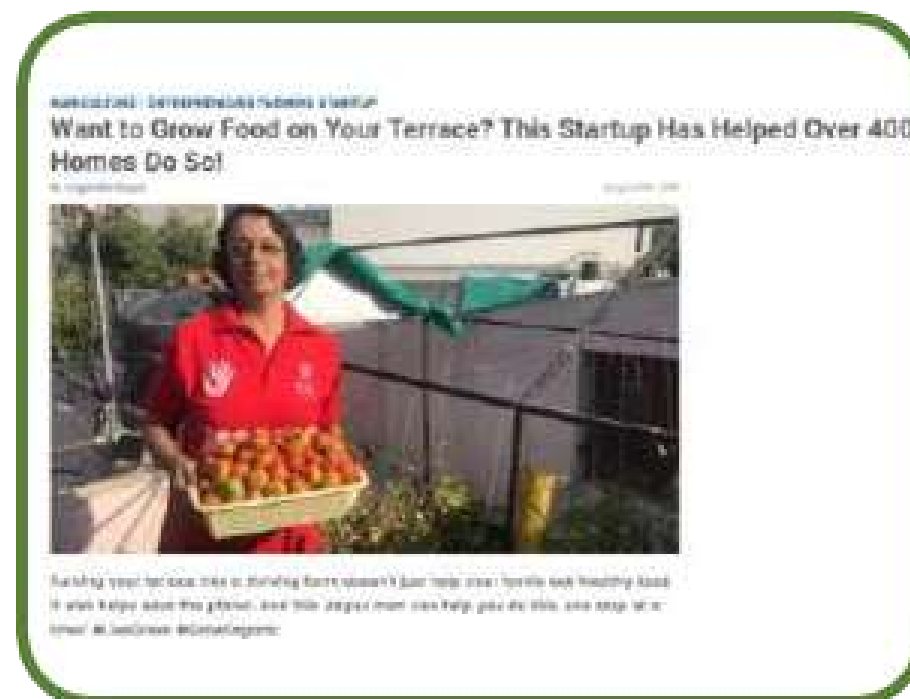
- Connect children back to nature
- Create a school farm (on rooftop or land)
- Create a School Farming Club, consisting of teachers and students
- Offer hands-on training on Organic Farming to members of School Farming Club
- Encourage the children to become "Chaneg Leaders" by propagating Urban Organic Farming

WHY CHOOSE THE LIVING GREENS ?



- Multiple business opportunities (Rooftop Farming, Land Farming, Green Walls, School Farming, etc) are covered under one single brand.
- Products and services have been tested and standardized to be effective in almost all agro-climatic conditions in India
- Over 2000 customers were created in 27 cities with the installation of over 3000 Portable Farming Systems.
- The team has accumulated hands-on experience of over 11 years
- Eminent Clients of Rooftop Farming -Govt. of Bihar, Govt. of Telangana, Medanta medicity, Govt of Telangana
- Eminent Clients of Green Walls – Udaipur Smart City, HPCL, Vedanta. Shree Cements, Wave City

AWARDS & RECOGNITION



ROLE OF A DEALER



URBAN FARMING CENTER

- Develop a live demo center called Urban Farming Center (UFC)
- Invite prospective customers to visit the UFC
- Explain all the products to the visitors
- Develop and maintain an inventory of Veg Saplings



CUSTOMER AQUISION

- Receive qualified leads from HO (Head Office) Team, through Lead Management System
- Engage with the leads, do site visit, revert back to HO team
- Convert the leads and ensure online payment from the customer



CUSTOMER SUPPORT

- Develop an Installation cum Maintenance team
- Install the material at client site
- Offer Maintenance Services
- Receive regular feedback from the customers
- Generate references from satisfied customers



REPRESENT THE COMPANY

- Exhibitions/seminars/w workshops related to Food, Health, Organic Food etc.
- In meetings with Government Departments
- Explore strategic tie-ups with institutions like schools, architects, builders, hospitals etc

REQUIREMENTS FOR BECOMING A DEALER



FINANCIAL REQUIREMENT

- Demo Stock = Rs. 1.50 Lakhs
- Marketing Material & Business Starter Kit = Rs. 0.25 lakhs
- Training, Marketing & Online Customer Support (for 6 months) = Rs. 0.50 lakhs
- Total Investment = Rs. 2.25 lakhs
- Taxes + Freight extra



SPACE REQUIREMENT

- Rooftop/Ground space for setting up Urban Farming Center = 800 sqr ft
- Office Space = 200-300 Sqr ft



CONTACTS

- Clubs like Lions Clubs, rotary club
- Community groups like Jain social group
- Industry associations like CII, FICCI
- Professional groups like the Architect Association, CREDAI'

STARTING INVESTMENT BY DEALER = Rs. 2.25 lakhs



DEMO STOCK = RS. 1.50 LAKHS*

- Portable Farming System (10X4) – 4
- Portable Farming System (5X2) - 2
- Balcony Gardening System (5ft X 5ft) - 1
- Fruit Growing System (with frame) – 1
- High-Density green wall cum Living Billboard – 70 sqr ft
- Grow bags (with soil-less medium) - one bag each of 12"X6", 15"X6", 18"X12"
- Organic Kits (spray & root) - 4 each
- Organic Farming Mix - 4 packs (each 2 kg)
- Soil-less Pot Mix - 4 packs (each 2 kg)

* Excluding Taxes and Freight



BUSINESS STARTER KIT = RS. 25000*

- Pamphlets - 3000
- Banners – 200 sqr ft (without frame)
- Standy – 3 pcs, each 6ft X 2ft
- Visiting Card - 300
- ID Card - 3
- Uniform Vest – 3
- Seeds of all seasonal Veg (for 1st season)

* Excluding Taxes and Freight



SUPPORT (FOR 6 MONTHS) = RS. 50,000*

TRAINING

- Product Training
- Lead Engagement Training
- Installation Training
- Maintenance Training

MARKETING

- Social Media Marketing
- Google Marketing
- City-specific Webinars
- Dealer web-page on company website

ONLINE CUSTOMER SUPPORT

- To maintenance team and to the customers

* Excluding Taxes and Freight

COMPANY SUPPORT



AWARENESS & OUTREACH

- Social media marketing
- Google marketing
- Create a web page of the dealer on the company website
- Whatsapp mktg
- Mail mktg



SYSTEMS & PROCESSES

- Lead Management System (biziverse)
- Customer Support System (Dr Living Greens)
- VRS system
- SOPs for engaging a prospective customer
- SOPs for installation of all products
- SOPs for maintenance of all products



TRAINING

- Creating an Urban Farming Center
- Developing an inventory of saplings at UFC
- Lead engagement
- Installation of all products
- Maintenance of all products



BUSINESS STARTER KIT

- Pamphlets, banners, standy
- Uniform Vest, ID card, Visiting card,
- Digital Marketing material (catalogs, digital video library)



DEALER INCENTIVES

- Overall Sales-based incentives
- Item-based incentives
- Festival-based incentives
- Service Based Incentive
- Customer-feedback-based incentives

ONLINE DEALER KNOWLEDGE CENTER (DKC)



CATALOGUES

- Products
- Projects
- Packs

VIDEOS

- Customer Testimonials Videos
- Product Videos
- Inter-culture activities Videos
- Installation Videos

POSTS

- For Facebook/Instagram
- For LinkedIn
- For Whatsapp
- For Bulk mail

PICTURES

- Products
- Project

DEALER ON-BOARDING PROCESS (DOP)



- Fill the Channel Partner Form
- Receive the Dealer Presentation
- Virtual Meet (discussion)
- Visit to company HO at Jaipur
- Letter of Intent + LOI fees (Rs. 25000 + Tax)
- Sharing of dealer agreement + Item wise dealer margins
- Finalization and signing of Dealer Agreement
- Training at Jaipur HO
- Dispatch of material to the dealer for setting up the Urban Farming Center

SUMMARY OF DEALER FINANCIALS

Item	1	2	3	4	5	6	7	8	9	10	11	12	Total
Margin from B2C (Rs. Lakhs)	0.57	0.61	0.61	0.72	0.87	0.94	1.31	1.46	1.58	1.73	1.84	1.96	14.2
Margin from B2B (Rs. Lakhs)	0.00	0.30	0.10	0.30	0.00	0.40	0.00	0.30	0.10	0.30	0.00	0.40	2.2
Maintenance Revenue (Rs. Lakhs)	0.09	0.18	0.27	0.37	0.49	0.63	0.83	1.05	1.28	1.54	1.82	2.13	10.7
Total Gross Margin	0.66	1.09	0.98	1.40	1.36	1.97	2.14	2.81	2.96	3.57	3.67	4.49	27.1
manpower	0.38	0.56	0.74	0.74	1.12	1.12	1.12	1.12	1.30	1.48	1.66	1.84	13.18
Others	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	3
Dealer Fees	0.75												
Total Indirect Expenses	1.38	0.81	0.99	0.99	1.37	1.37	1.37	1.37	1.55	1.73	1.91	2.09	16.18
EBITDA (Rs. Lakhs)	-0.72	0.28	-0.01	0.41	-0.01	0.60	0.77	1.44	1.41	1.84	1.76	2.40	10.18
Cumulative Profit/Loss	-0.72	-0.43	-0.44	-0.03	-0.04	0.56	1.33	2.78	4.19	6.03	7.78	10.18	


 Break-even Point

After the prospective dealer submits the Letter of Intent (LOI) along with a token fees of Rs. 25000+tax, the details of the dealer financials and the draft of the dealer agreement shall be shared with him.

DISCLAIMER: These are indicative figures and their accuracy will depend on the effort put in by the dealer and his team.

GIVE WINGS TO YOUR ENTREPRENEURIAL DREAMS!





**LIVING GREENS
ORGANICS PVT. LTD**

THANK YOU!

 <https://forms.gle/dsAqxBYjL3uKhEWL9>

 <https://livinggreensorganics.com/>

 <https://drive.google.com/drive/folders/1DoUfcSBsj-c24Z0FF4EUAQtTnZreu0kP?usp=sharing>