

A photograph of a banana plantation with large green leaves and brown trunks, serving as the background for the text.

AGRI CENTER JHAPA PRIVATE LIMITED

Pitch Deck

Company Overview

Problem & Solution

The idea behind establishing Agri Center was formulated with a clear vision in mind i.e., to boost agricultural production and achieve self-sufficiency in Nepal, reducing the dependency on imports.

The enterprise, founded by Chandra Prasad Basnet went to Israel to pursue training in banana farming and, upon his return, he successfully implemented the techniques he learned, significantly improving the quality of his company's products. Recognizing his exceptional contributions to the industry, the provincial government awarded him with grants, enabling him to further advance his impactful endeavors.

Company Overview

Problem & Solution

Total
Addressable
Market



Problem

Nepal's agriculture industry faces several challenges including,

- **Inability to achieve sufficient agricultural production,**
- **Inadequate market infrastructure, including, limited market information, and difficulties in connecting with potential buyers.**



Solution

The company to eliminate majority of the problems of the agriculture industry is focusing on the **goal of achieving self-sufficiency in agricultural production** through,

- **Robust market ecosystem for local farmers,**
- **Exclusive partnerships with small holder farmers, wholesalers and retailers**

Global Market

Problem &
Solution

**Total
Addressable
Market**

Market
Approach

**Banana sector is projected to
grow by USD 25 billion**

CAGR of **4.5%** during
2022 - 2027

CAGR of
4.5%



**Maize sector is projected to grow
by USD 161.70 billion**

CAGR of **3.01%** during
2022-2027

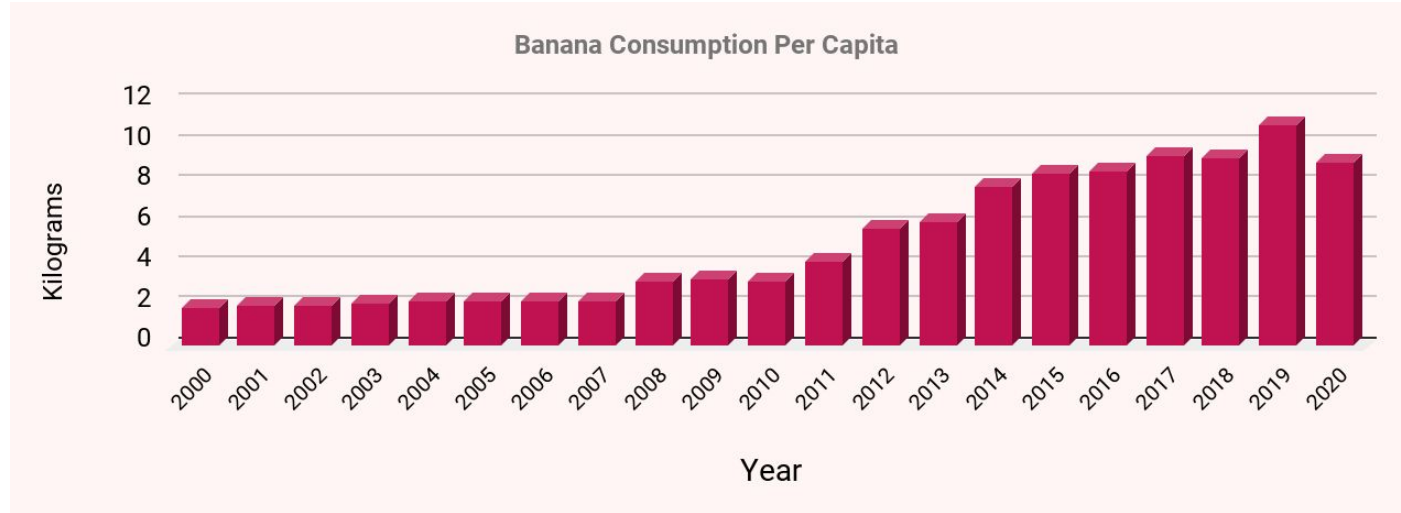
CAGR of
3.01%



Problem
&
Solution

**Total
Addressable
Market**

Market
Approach



Growth Trajectory:

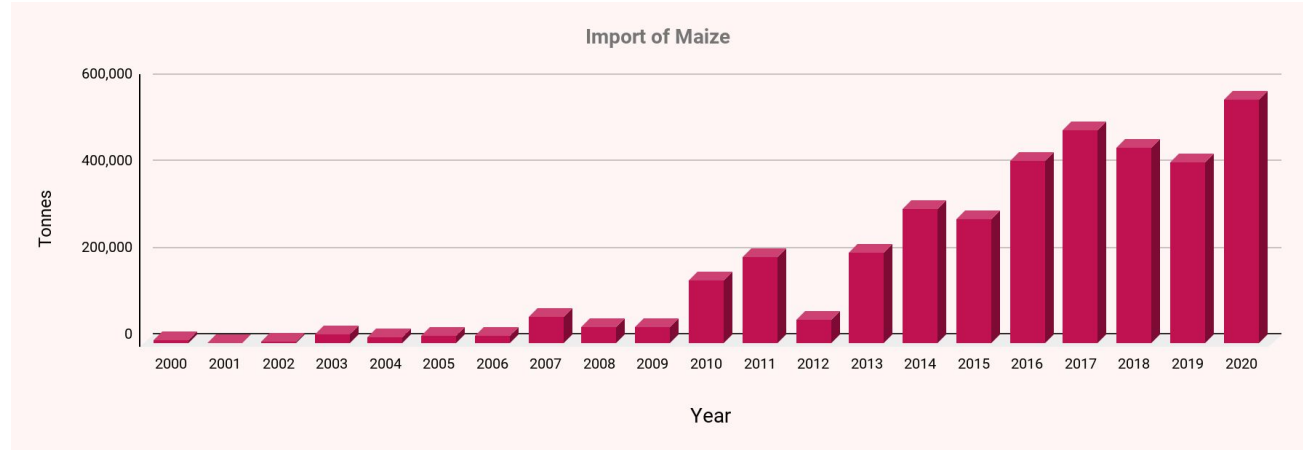
The data shows a consistent and steady increase in banana consumption over the years.

Over the 20-year period from 2000 to 2020, banana consumption per capita has more than quintupled (from 1.83 to 9.03 kilograms).

Problem &
Solution

**Total
Addressable
Market**

Market
Approach



Rising growth curve:

The consistent rise in maize imports indicates that there is currently a heavy reliance on foreign sources to fulfill the domestic demand.

Total
Addressable
Market

Market Approach

Product Portfolio

Currently, the company has two major agriculture commodities i.e., **bananas** and **corn** grown on 12.5 acre land.



Banana and Maize are both versatile crops with various uses, including food, animal feed, biofuel production, and industrial applications.

Market Approach

Entrepreneur
Profile

Unique Value Proposition



Knowledge transfer



Market integration and access



Value chain system

Market
Approach

Entrepreneur Profile

Shareholding
Structure

CHANDRA PRASAD BASNET

Agri Center Jhapa Private Limited

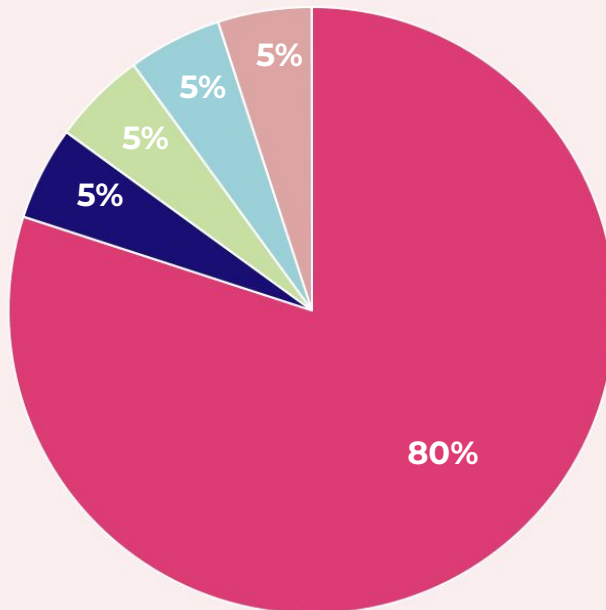
Chandra Basnet, the visionary behind Agri Center, is a dedicated entrepreneur who employs a versatile approach to empower smallholder farmers. In addition to cultivating his own bananas and corn, Chandra serves as both a farmer and an aggregator, effectively bridging the gap between fellow farmers and markets. Notably, he also provides farmers with agro veterinary materials at subsidized rates, further supporting their agricultural endeavors.

Chandra's relentless pursuit of agricultural excellence led him to undertake specialized training in banana farming, a journey that took him to Israel. This pursuit subsequently equipped him with insights to innovate agricultural methodologies. His remarkable endeavors earned him the prestigious Youth Agri Award in September 2022, a testament to his outstanding contributions. Additionally, he was recently recognized by the Nepal Government's Ministry of Youth and Sports in May 2023, further validating his determination to farming.

Entrepreneur
Profile

Shareholding Structure

Channel
Overview



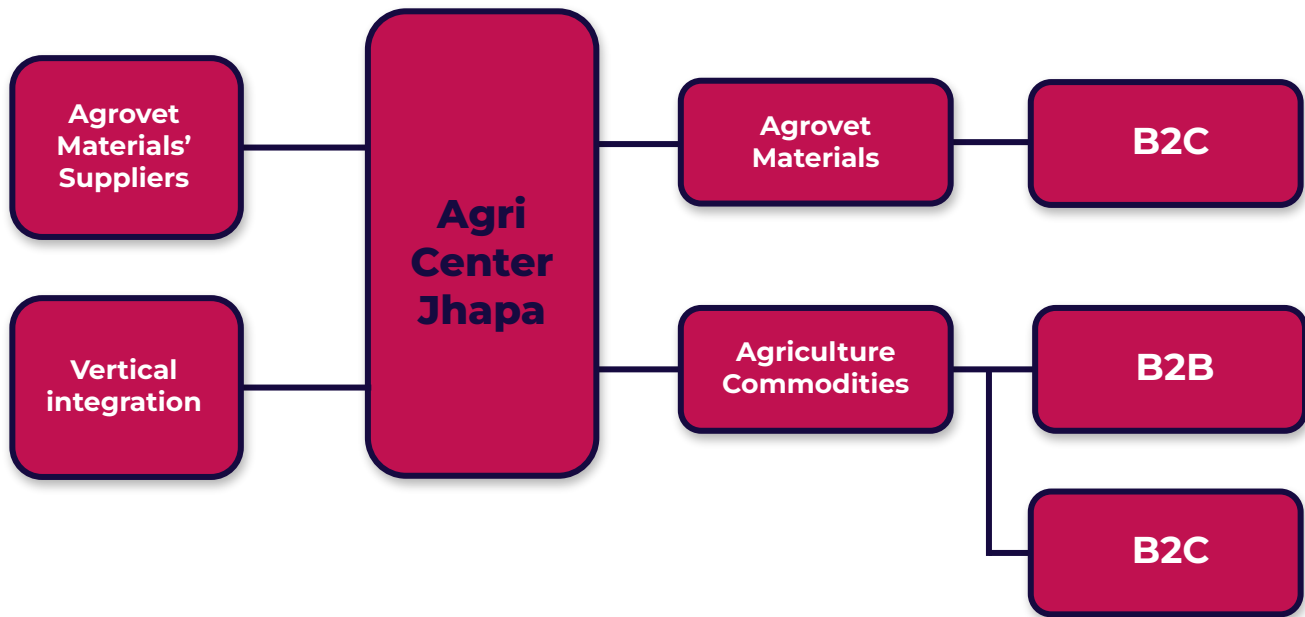
- Chandra Basnet
- Damber Khanal
- Harikala Karki
- Anupa Kumari Khanal
- Kalpana Karki

Channel Overview

Shareholding
Structure

Channel Overview

Financial
Outlook



Channel
OverviewFinancial
OutlookCapital
Requirement

Particulars	FY 79/80	FY 80/81	FY 81/82	FY 82/83	FY 83/84	FY 84/85
Revenue	9,068,959	11,840,355	15,147,519	17,853,723	20,475,172	23,116,345
<u>Less: Cost of sales</u>	8,715,408	7,161,503	8,568,243	9,958,784	11,349,324	12,739,865
Gross Profit/ (loss)	353,551	4,678,852	6,579,276	7,894,939	9,125,848	10,376,480
Administrative Expenses & Other Overheads	1,319,244	3,722,518	4,092,510	4,499,501	4,947,191	5,439,651
Depreciation	115,731	104,085	1,034,207	866,305	728,791	615,721
Total Expenses	1,434,975	3,826,604	5,126,717	5,365,807	5,675,982	6,055,372
Net Profit/ (loss)	-1,081,425	852,248	1,452,559	2,529,133	3,449,866	4,321,108
Loss Transferred from earlier years to be adjusted this year	-	-852,248	-1,452,559	-501,658	-	-
Net Profit after adjusting loss from earlier year	-1,081,425	-	-	2,027,475	3,449,866	4,321,108

Resource Allocation Plan

THE ASK 17,170,000

FY 80-81	
Banana Hole digging	60,000
Banana Seed	400,000
Human Resource	7,260,000
Land Lease	2,250,000
Banana Fibre Extraction Machine	200,000
Total	10,170,000

FY 81-82	
Banana Packing Center	2,000,000
Rent for banana chamber	70,000
Electricity for banana chamber	60,000
Banana Chamber with Stall	2,000,000
CCTV	200,000
Pickup Van	2,358,000
Total	7,000,000

Financial
Outlook

Capital
Requirement