



At FALCA, our mission is simple but powerful — to organize agri-retail for India’s farmers through **Suggi**, our last-mile convenience store chain.

India’s agri input market is \$40Bn, yet 80% of farmers still depend on unorganized retailers who sell counterfeit products, overcharge, and provide poor advisory. We are solving this gap with trusted inputs, quality private labels, qualified crop advisors, and doorstep delivery — all backed by our tech suite.



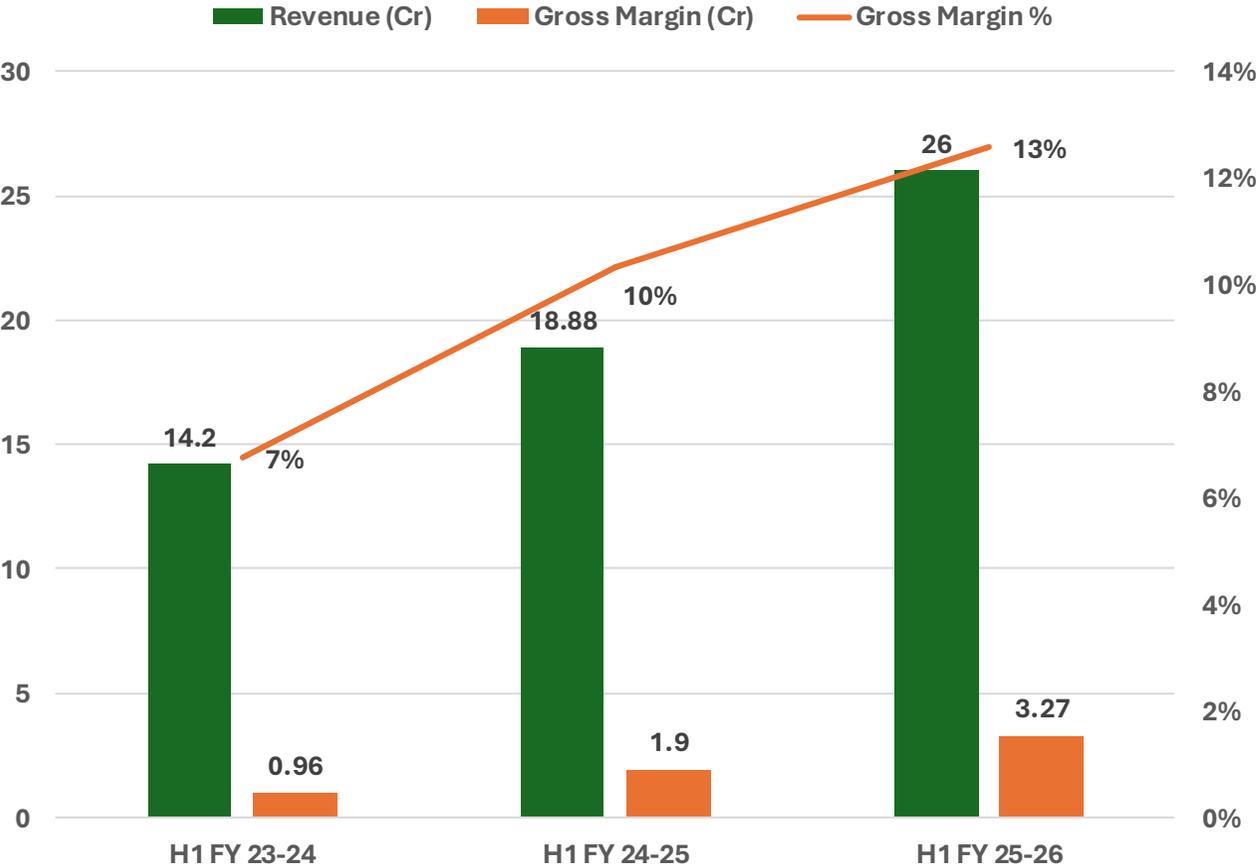
SUGGI | our last-mile convenience store chain



- ❖ 46 Stores (Company Owned Company Operated)
- ❖ 3,00,000 farmers onboarded
- ❖ 100+ Qualified Crop Advisors
- ❖ Multi Brands – Farmers Choice
- ❖ High Quality 25+ Private Label Products
- ❖ Delivery to Farmer doorstep

Suggi – A last mile convenience Store for all Farm Needs

SUGGI | Kharif Progress -4x Gross Margin Growth

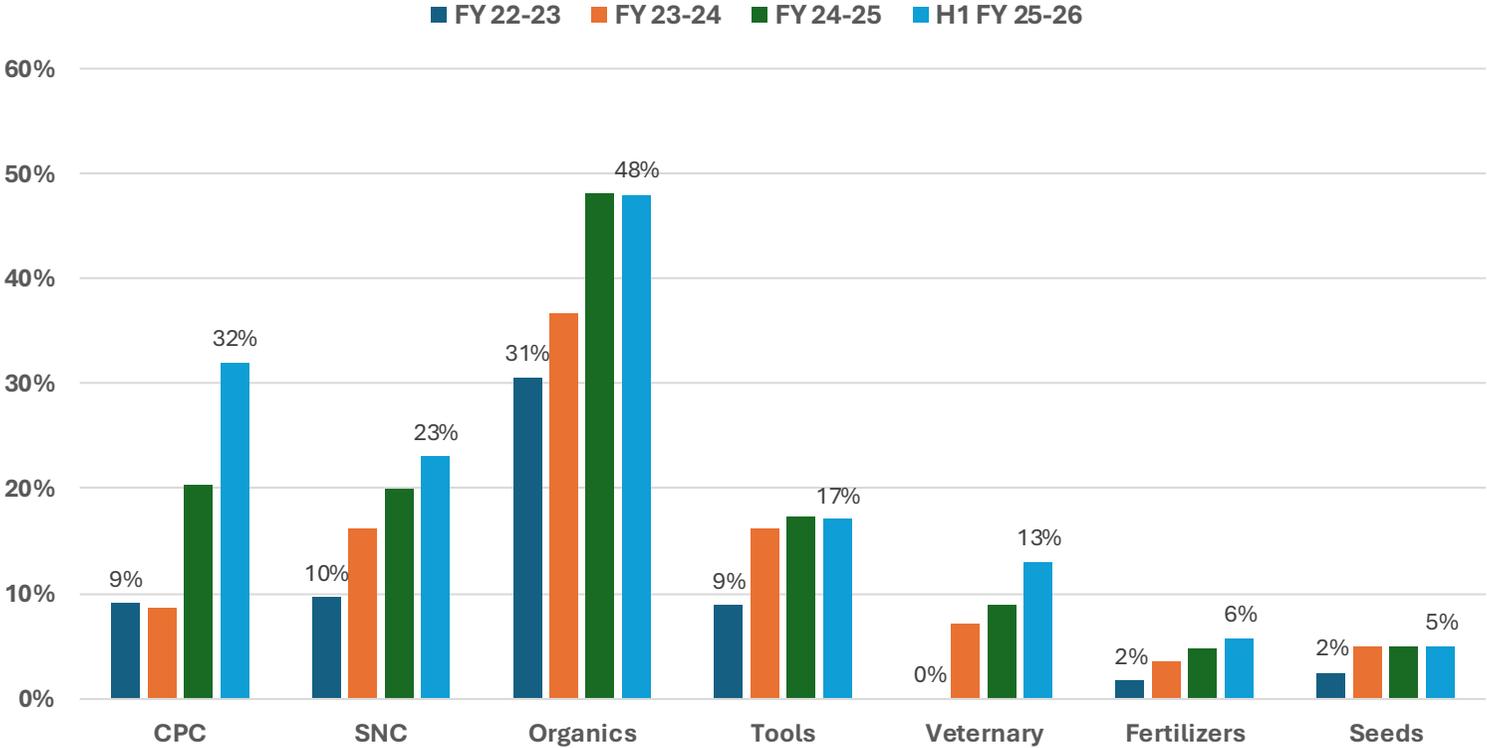


Suggi Vertical turned EBITDA Positive in H1FY 26

Gross Margin grew ~2x YoY

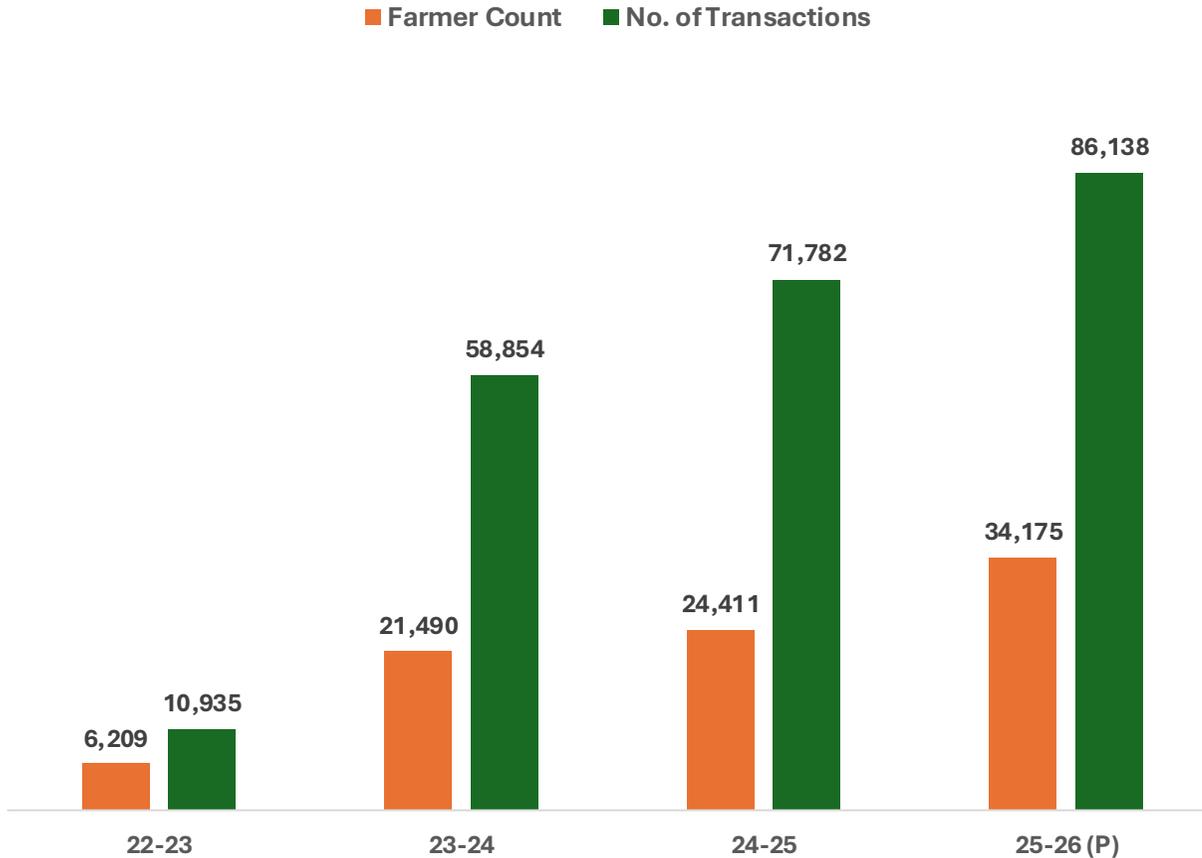
Revenue grew ~80% from FY 23

SUGGI | ~3x Growth in Category Margins



- Consistent growth in Margins across Category
- Overall margin increased from 4% in FY 22-23 to 13% in H1FY 25-26
- Expected to reach 15% in FY 25-26

SUGGI | Customer Growth & Retention



Consistent growth in Farmer base

~9X growth in farmer transactions

Customer retention at 40%

SUGGI | Launched well-curated private label products with upto 80%+ product margin



Authentic and high-quality products



Exclusive availability at Suggi outlets



Savings to the Farmer – Better cost-benefit ratio



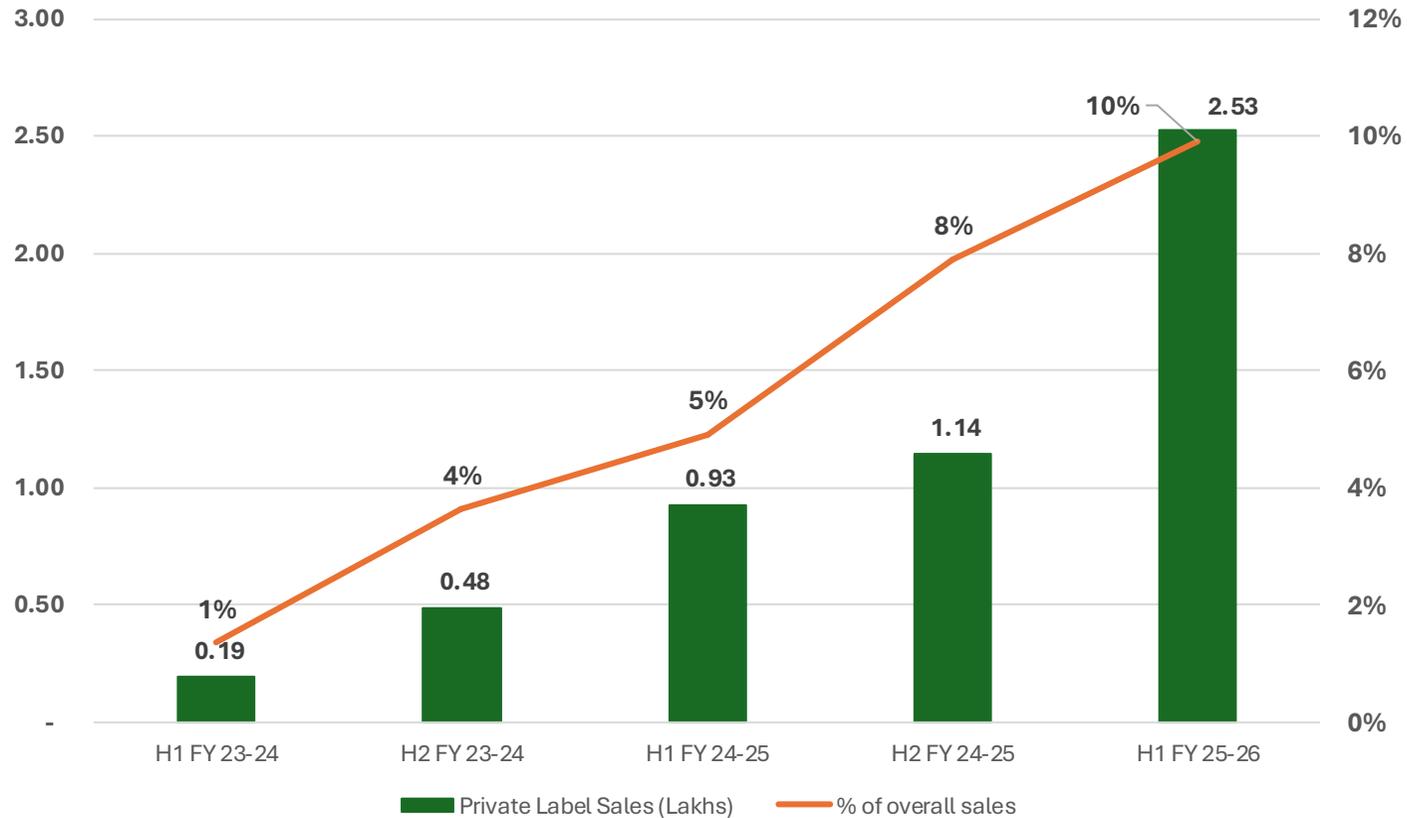
Direct to farmer distribution enabling higher product margins (upto 80%)



Strong brand equity driving farmer trust and loyalty

Plan to launch more SKUs and take PLP contribution to 30% of total input sales

SUGGI | Private Labels Products – >100% Growth YoY



- Private Label products revenue has grown >100% YoY
- Reached 10% of revenue in H1 FY 25-26 compared to 1% in FY 23-24

SUGGI | Half Year Progress – EBITDA break achieved in Jul-25

| Particulars | H1 FY 24-25 | H2 FY 24-25 | H1 FY 25-26 |
|-----------------------|--------------|--------------|--------------|
| Revenue | 51.03 | 94.75 | 37.42 |
| COGS | 48.55 | 90.99 | 33.88 |
| Gross Margin | 2.48 | 3.76 | 3.54 |
| % | 5% | 4% | 9% |
| Other Income | 0.13 | 0.18 | 0.10 |
| Direct Cost | 0.9 | 1.84 | 0.75 |
| Salary | 5.64 | 3.09 | 2.99 |
| Rent | 0.94 | 0.70 | 0.66 |
| other expenses | 1.46 | 1.44 | 0.57 |
| Total Expenses | 8.94 | 7.07 | 4.97 |
| EBITDA | -6.33 | -3.13 | -1.33 |
| Interest | 1.05 | 0.96 | 1.152 |
| Depreciation | 0.332 | 0.33 | 0.39 |
| Net Profit | -7.71 | -4.42 | -2.87 |

Gross Margin % doubled in H1 FY 26

Achieved Operating Profit

HO expense reduced by 45%

EBITDA burn reduced from 6.3 cr to 1.3 cr

SUGGI | Projections – Model Pivoted to Agri Inputs

| Particulars | FY 26-27 (P) | FY 27-28 (P) | FY 28-29 (P) |
|----------------|--------------|--------------|--------------|
| No. of Stores | 100 | 150 | 200 |
| Revenue | 125 | 225 | 350 |
| COGS | 104 | 183 | 280 |
| Gross Margin | 21.3 | 41.6 | 70 |
| % | 17% | 19% | 20% |
| Other Income | 0.5 | 0.5 | 0.5 |
| Direct Cost | 2.5 | 4.5 | 7.0 |
| Salary | 10.2 | 15.3 | 21 |
| Rent | 2.9 | 4.9 | 6.48 |
| other expenses | 3.0 | 4.0 | 5 |
| Total Expenses | 18.6 | 28.7 | 39.5 |
| EBITDA | 3.1 | 13.4 | 31.0 |

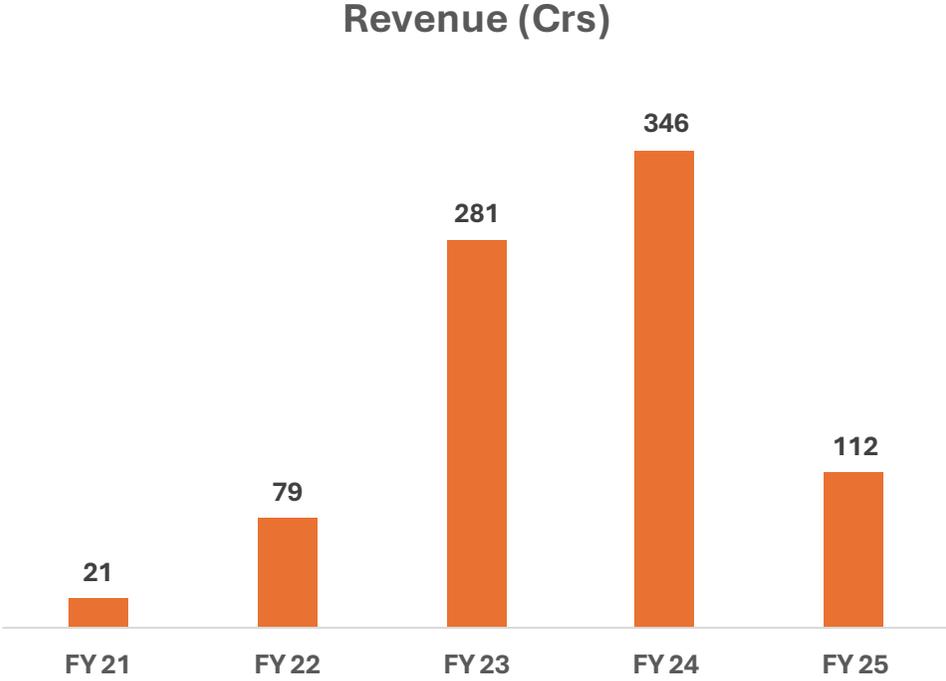
200 Suggi stores by FY29

GM : 20%

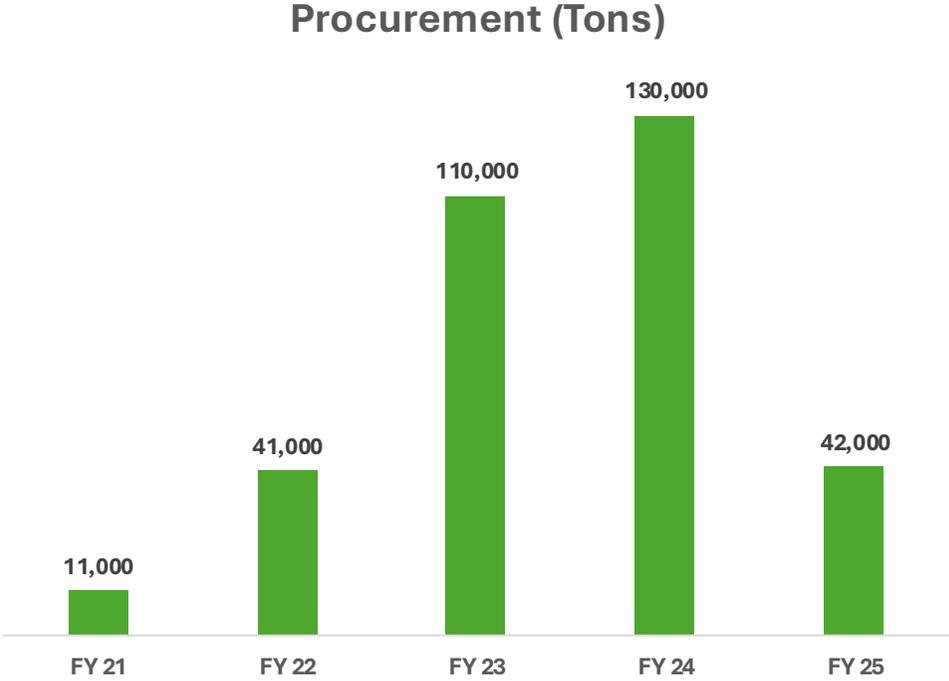
EBITDA : 31 Cr

SIRI | Experience in Farmer Procurement (O/P business)

Revenue (Crs)



Procurement (Tons)



TECH | In-house tech suite for seamless operations across stakeholders enabling rapid scale



TECH | Next-gen tech for added scalability and driving deep farmer engagements



Sadhana – Portable quality testing device

Status: Phase 1 Prototype complete, Field testing ongoing

- Automatically measures quality of grain sample through image processing & AI models to enable **consistent quality** at both farmer and buyer level for **predictable margins**
- 90%+ Overall accuracy
- Sadhana ++ for bulk testing (50-60 kgs)



Shiksha - Farmer Super App

Status: Beta version launched in Aug'23

- **ChatGPT integrated** farmer super app with multi-lingual audio/text support pushing **personalized responses based on farmer's location and preferences**
- Most relevant features like live market rates of commodities, customized news, weather info, relevant govt schemes

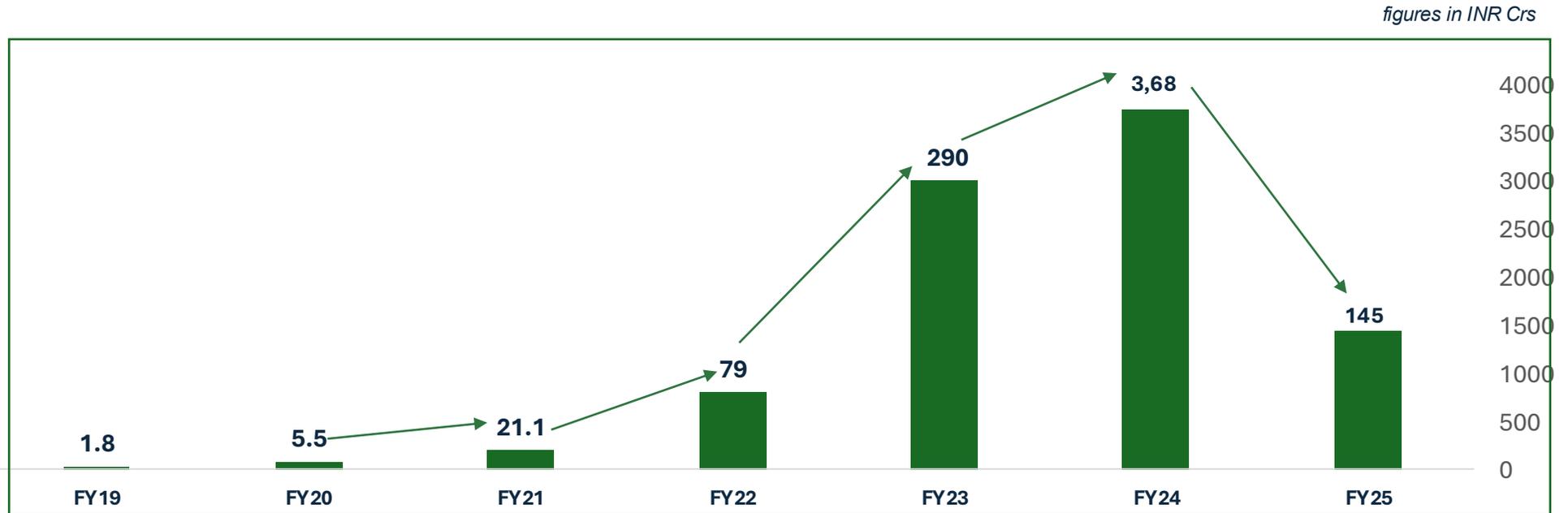


Siddhi – Agri Retail PoS

Status: 25+ licenses sold within 2 month of launch

- Purchase & Sales Module
- Inventory Management
- Product and store license Management
- Daily Reports, Cash management
- Auto e-invoice and e-way bill
- Discounts, Rewards, Etc

FALCA | 4x y-o-y growth in revenue, started leveraging strong farmer relationships to cross sell



Despite a dip in revenue in FY24–25 due to working capital constraints, our farmer base and margins grew consistently. That period also allowed us to strategically pivot toward input retail and private labels, which are now EBITDA-positive and scaling faster

FALCA | Summary: Unique Model With Huge Opportunities To Grow

- Huge Market size - \$40 Bn in inputs and \$400 bn Output Market Size
- Input Retailing by organised players is the greenfield area
- Sustainable and Scalable model
- Repeat and loyal customer base
- Building of Darkhouse's for future delivery models
- High output transaction values. Runs in crores
- Rural collection centres of Falca a game changer in output margins
- Opportunities to enter into branded foods segment in output



FALCA | Led by passionate founder with strong on-ground execution capabilities, Supported by a proven leadership team



Santosh Danegoudar

Founder and CEO

- Agri-technocrat with farming background with a strong mission to redefine Agri-ecosystem in India
- Two decades of experience in areas of software development, architecture and cloud technologies across leading companies like IP Infusion, Cisco, Alcatel, Brocade, HP, Riverstone etc. in India and abroad



NVS Ravi Prasad

Suggi (Inputs)

30+ Yrs Exp



Manjunath Reddy

Siri (Output)

25+ Yrs Exp



Suganthan S

Finance

7+ Yrs Exp



FALCA | Funding for Sustainable Growth

- **Ask**

Investment of INR 15 Crore

- **Key fund Utilization:**

- Geographic Expansion
 - New district/region/state rollout
- Branding & Marketing
 - Product Branding, introduction of private labels, Customer acquisition and retention
- Operations and Team
 - Team on Ground and building infra for Suggi execution
- Tech & Maintenance
 - Enhancing and maintaining Tech for enabling all ground operations
- Working Capital

Goal: Establish FALCA as leading organised Agri Retail Chain for farmers

Thank You

FALCA E-Solutions Pvt Ltd
Envision Technology Center
#119, 1st floor, Road No.3, EPIP area Phase 1, Whitefield,
Near Vydehi Hospital, Bengaluru-560066 Karnataka.

Santosh Danegoudar
Founder & CEO | Falca E Solutions Private Limited
Mob- +91 9845953771
Email - Santosh@falcasolutions.com

