



SECURING THE FUTURE
BY SMART FARMING



VISION

To create the future of technology based agriculture by reducing the gaps of knowledge, technology and distribution know-how to inspire the future of food and environment sustainability



MISSION

Leveraging our knowledge and experience to create the highest value from our land and for our farmers and environment while ensuring a sustainable return to the stakeholders

CORE VALUES

- Excellence in our services, by striving to provide high-quality products and services to our clients; Responsibility for our words and actions
- Honesty in communicating within the company, with clients or with third parties, while at the same time protecting the company's confidential information and system
- Compassion in our relationship with employees and the community at large and
- Fairness to our fellow employees, stakeholders and clients by maintaining high standard of behavior, respecting their opinion/feedback and adherence to all applicable laws, regulations and policies.

ETHICAL BEHAVIOR

- Respect and Personal Conduct
- Fair and Honest Dealing
- Compliance with the law
- Confidentiality and Privacy
- Conflict of Interest
- Application, Adherence and Acknowledgement

OUR TEAM

Md. Mahmudul Hasan
MANAGING DIRECTOR
& CO-FOUNDER



Md Mushfikur Rahman
CHIEF TECHNOLOGY OFFICER



Parvin Sultana
AGRICULTURIST



Dr. Shoaib Akhtar
CONSULTANT, INNOVATION



Md. Amdadul Rajib
FOUNDER & CEO



Dr. Mr. Javeed A. Matin
CHIEF ADVISOR



Md. Al Rafik Joy
HEAD OF ADMIN



Sheik Atiqul Alam
CONSULTANT, GLOBAL MARKET



WHO WE ARE

AmarAgro, a concern of Amar Agro-Tech Ltd. is one of the fastest-growing startup brand in the Agro-Tech sector. We are leveraging technology, innovation and ideas to make the agro eco-system better and enable better lives for the all stakeholders.

We have expertize on “Smart Farming” where to use different types of farming like PolyNet House, Hydroponic, Indoor and Roof Vertical Farming. Basically, we produced high value crops like capsicum, ice berg lettuce, cherry tomato, basil and strawberry. We are not only produce fresh F&V but also encourage people to invest agro sector for ensuring food safety and security in near future.

In addition to, we are aiming to create F2B (Farm to Business) business model though “AmarAgro Bazar” to ensure to collect fresh product from farmers and deliver to retailers within convenient time. We are dedicated to eliminate intermediaries by taking control of the Supply Chain by using technology and analytics. We build reliable, cost-effective, and high-speed logistics and infrastructure to solve for inefficiencies in the Supply Chain in Bangladesh. On one end, farmers get better prices and consistent demand, and on the other end, retailers receive fresh produce at competitive prices that are delivered to their doorstep.

Moreover, we connected with B2B market and explore export market for Fresh F&V.





OUR HISTORY

Amar Agro-Tech Ltd. has stated journey through smart farming specially to make a PolyNet House. PolyNet House is a technology paved the way for the off season cultivation of the vegetables which refers to the cultivation throughout the year in controlled temperature. Initially, AAL is being build a pilot project at Munshigonj in 24 decimal areas to produce high value crops like capsicum, tomato and Rockmelon in a single year. Nearest PolyNet house, around 200 decimal land has acquired for smart farming to produce cucumber and red cabbage. On the other hand, we have done 10,000+ KG mango trading from Satkhira to Dhaka and 6,000+ KG vegetable trading from Jashore to Dhaka.

Mr. A.I Rajib and Mr. Mahmudul, joined corporate job and performed more than 10 years after competing M.B.A from Marketing, DU, realize that agro sector in Bangladesh is untouched from technological innovation comparing to other countries that's why lots of Fresh F&V are imported which price is very high and most selling vegetables & fruits price is also high because of middleman and food value also reduced during several times transportation. They are going to the root and find out the problem statement to work on it and form a company to solve the problem as well.

OUR BUSINESS



- PolyNet House, Hydroponic, Vertical Farming, Fruits and Roof Gardening

We produce locally high value crops through modernization. Our business has started through smart farming which has always been to redefine the way to grow fresh produce locally. Starting as an idea with PolyNet house in a Munshigonaj back in 2023, growing great testing fresh capsicum out of season. In addition to, we have produced lettuce through hydroponic system where we don't use any soil and 90% less water used rather traditional farming and we are working on indoor vertical hydroponic farming in controlled environment aiming to producing a single product round the year. We wanted to challenge the status quo of the Agro industry.

Now, we are producing Capsicum of different colors in 24 decimal land through PolyNet House to create microclimate within the structure that protects the crops from heat, heavy rainfall, heavy sunlight, wind, cold waves and pest and disease that are transmitted from the outer environment and we get high return in less space by ensuring proper utilizing of land. In our firm, we practice Integrated Pest Management (IPM) system which results our cultivating crops is being ensured through Good Agricultural Practices (GAP).

In addition to, we are producing lettuce through hydroponic farming where required no soil. 80% is recyclable and 90% less water is required rather traditional farming that is eco-friendly and is also be considerate as GAP.



POLYNET HOUSE FEATURES

Micro Climate Environment:

We are using fogging system to control temperature during summer season so we can cultivate same product round the year

Integrate Pest Management:

As whole production area has covered by poly and net so no insects can enter into the farm and we require less insects spray to give for cultivation

Good Agricultural Practices:

We are using Ultra violet poly to protect the harmful sun light and giving schedule spray and organic fertilizer for production

Water Management:

We are using drip irrigation system for every plant so we require less water for cultivation and require less man power to control the whole system

High Quality Seed:

We are using RIJK ZWAAN company's seed which origin is Netherland (World best seed provider company)

Modern Cultivation:

We are using mulching paper to protect wicks and plant can take maximum food from soil so require less fertilizer during cultivation



HYDROPHONIC

We have produced lettuce through hydroponic system where we don't use any soil and 90% less water used rather traditional farming and we are working on-

Air: No harmful Chemicals

Footprint: Locally Produced

Good Agricultural Practice: 6X less land used rather traditional farming, No Soil used, No soil erosion or contamination

High Quality Product: Full provenance of safe food for consumers, Resilience to climate change, Consistent supply, Reduce risk of chronic disease.

Water Management: 80% recycled water & 90% less water used rather traditional farming. Modern Cultivation is to Set auto timer system which is required less manpower to run the Modern operations

Vertical Hydroponic Farming:

We provide vertical hydroponic farming solution to end customers. We have professionals to set up farm on lettuce, iceberg lettuce, strawberry and capsicum in controlled environment. Our strategic partner ElecSys Lab Limited which is World's smartest no 1 hydroponics multi-national New Zealand based company. We are committed to meet E3H (Economic-Efficient-Environment Hydroponics) Precision Hydroponics 3.0.

GROW ANYWHERE, FARM WILL BE MONITORED BY AI BASED CONTROLLER



● We are capable to set up any sort of smart farm as per client demand

We are planning to spread out smart farming for our customers. Now are working on PolyNet House, Hydroponic, Vertical Hydroponic, Fruits Gardening and Roof Gardening. We are capable to set up smart farming as per customer demand in anywhere in Bangladesh.





- We have own land & enlisted farmers for farming. Herein B2C model will be executed through crowd funding

We take agro investment to facilitated our farmers for smart farming. Herein we apply B2C Model for ensuring better return to agro investor. We have acquired land in Munshiganj and Madhupur for smart farming where customer can invest in smart farming and get return as well. Besides, we have enlisted farmers where we invest to produce high value crops.



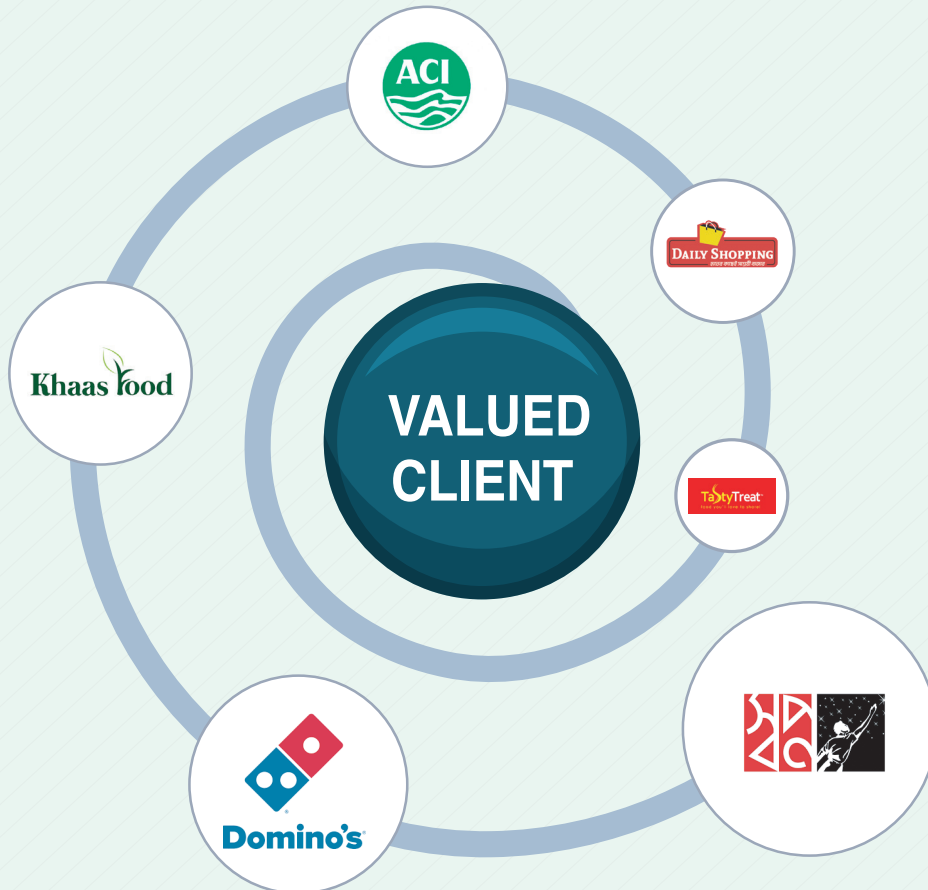
- We are working to establish AI Based Farm to Business (F2B) model to take control of Supply Chain of Fresh F&V

We are working to establish AI Based Farm to business (F2B) model to take control of Supply Chain of Fresh F&V. To create AmarAgro Bazar through Micro entrepreneur where enlisted farmers engaged with the operation. We provide agro inputs like seed-fertilizer-agro machineries, consultancy, insurance and loan for farmers to collect fresh F&V and we marketed to potential market after sorting, grading and packing as well.



- We are working on renowned Institutional buyers and Export Market to ensure right price for farmers

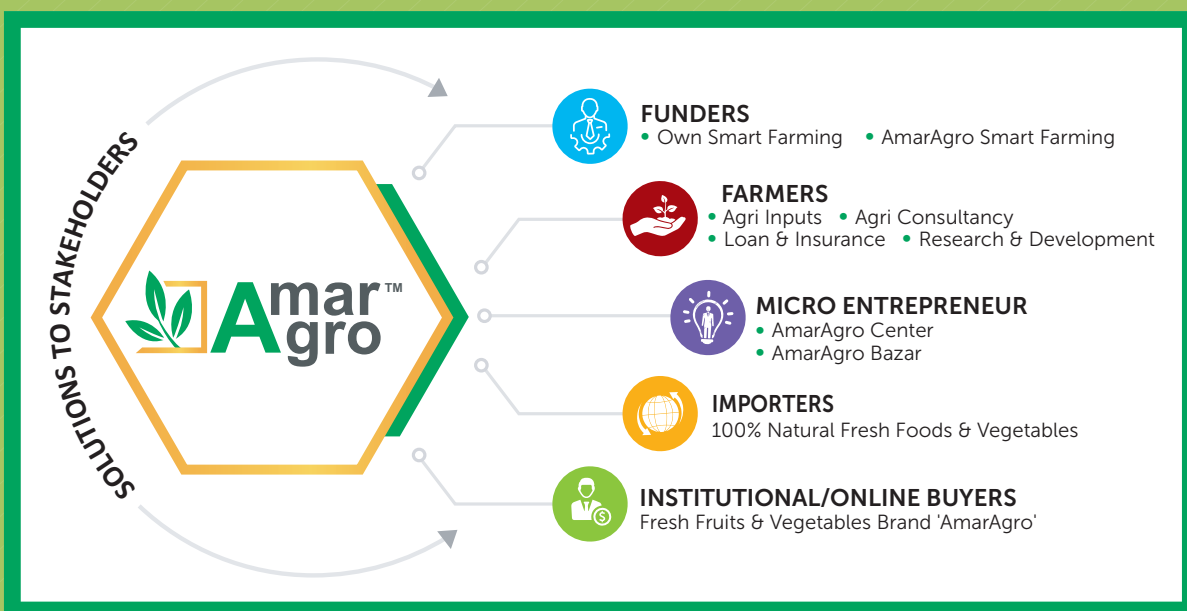
We are working on renowned institutional buyers like shwapno, Daliy Shopping, Testy Treat, Khaas Foods and work with renowned restaurant chain shops for our farm production. Besides we work on Export market for exporting Fresh Fruits and Vegetables





SOLUTIONS FOR AGRO BUSINESS

AmarAgro runs the business considering agro eco-system in Bangladesh which create revolutionary impact on agricultural sector. Beneficiaries are different level of consumers group such as Farmers, Funders, Micro-entrepreneur, Institutional & Online buyers and Importers.



A. FOR FARMERS:

1. Agri-Inputs: We are working on agri-inputs sector to ensure high yield in limited land of our farmers. We are working with Aus-bangla and Home Grow to introduce high quality seed for farmers and planning to make a breeding unit in Munshigonj for capsicum and cherry tomato seedling. We also work on various fertilizer and pesticide companies to ensure quality and delivery on time.

We are working on to introduce modern agro machineries due to shortage of farmers and save time and reduce wastage of crops

2. Agri-Consultacny: Aiming to create a call center for giving advise for farmers and a bunch of consultants will provide agri related problems solution on time and planning to assign a agro specialist in AmarAgro Bazar to give consultancy closely and if required to visit farmers land time to time for proper harvesting and educate them on smart farming also. In addition to, corps harvesting information will be shared in apps.

3. Loan & Insurance: We are working on Renowned Insurance Company for giving insurance to farmers and work on Commercial Bank to give crops loan for farmers through Fin-Tech Service

4. Research & Development: We are working with BARI for hydroponic nutrients and we have dedicated research team to introduce new technology for smart farming

B. FOR FUNDERS:

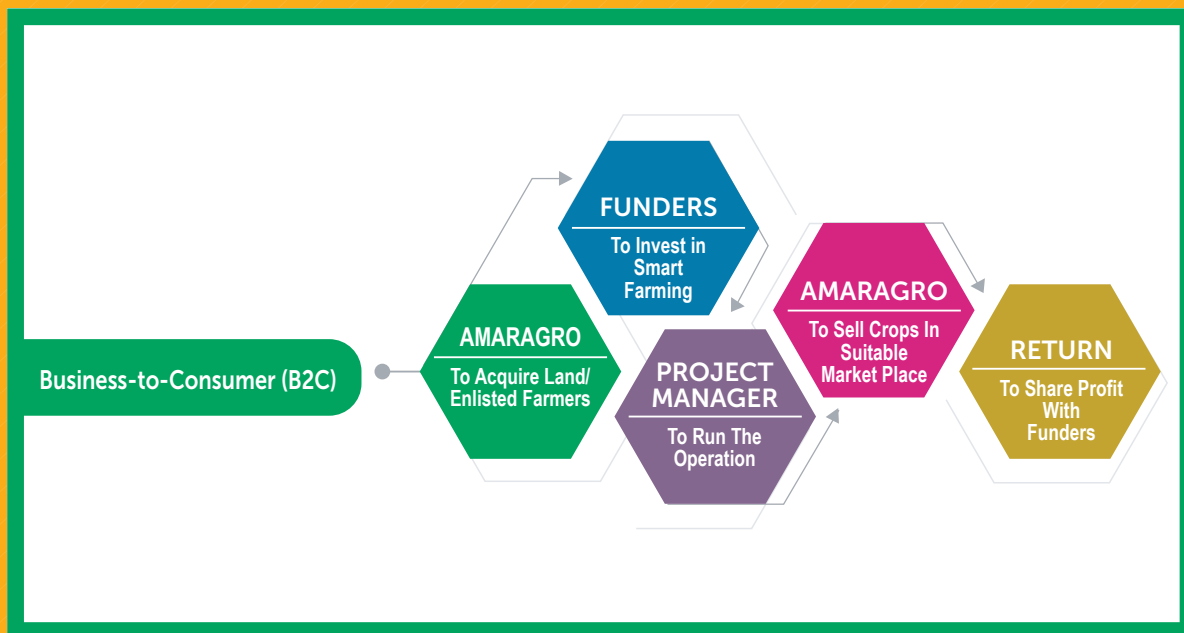
We are providing different packages to invest in smart farming for funders to contribute in Agro Industry:

1. Own Smart Farming: We provide Smart Farming solutions like PolyNet House, Hydroponic Farming and Indoor & Roof vertical farming for Producing Fresh Fruits and Vegetables to our values clients

2. AmarAgro Smart Farming: Funders invest on Smart Farming in our land and we will run operation and responsible to sell crops and share net profit to our valued clients where clients monitor the whole operation of particular project.

Impact on Society

- A. To develop socio-economic sector
- B. To contribute those produce in GDP
- C. To create employment opportunity for rural people
- D. To provide fruits & vegetables at reasonable price
- E. To increase LSM
- F. To ensure food security



C. FOR MICRO ENTREPRENEUR:

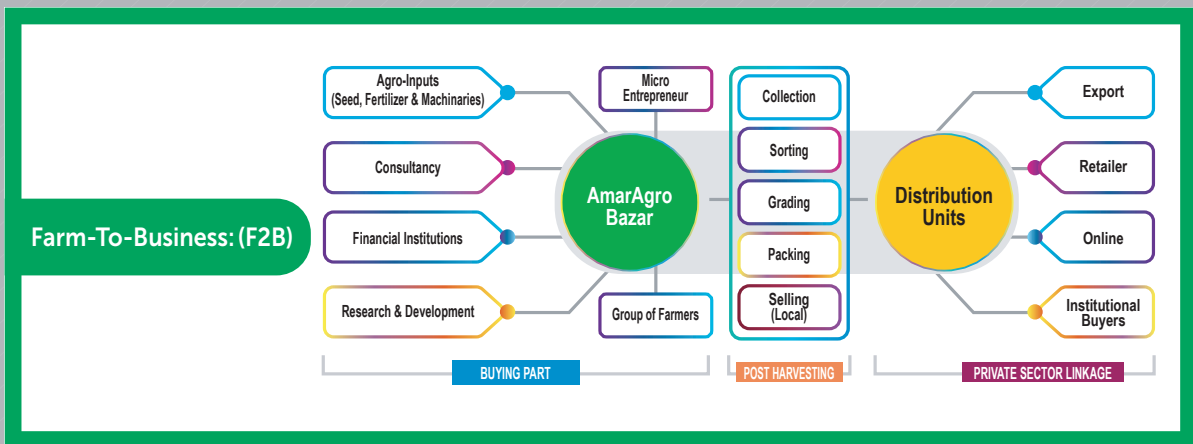
AmarAgro brings a business opportunity for micro entrepreneur in rural areas through AmarAgro Bazar. It's a one-stop solution for farmers, ensuring direct access to all necessary material inputs including seedlings, technical advice, post harvesting support and financial benefit with market connections for their farm produce.

Our objective is to create F2B (Farm to Business) business model through "AmarAgro Bazar" to ensure to collect fresh product from farmers and deliver to businesses within convenient time. We build reliable, cost-effective, and high-speed logistics and infrastructure to solve for inefficiencies in the Supply Chain in Bangladesh. On one end, farmers get better prices and consistent demand, and on the other end, retailers receive fresh produce at competitive prices that are delivered to their doorstep.

We are dedicated to eliminate intermediaries by taking control of the Supply Chain by using technology and analytics through AmarAgro Bazar Apps that is all about keeping things easy and functioning perfectly for farmers for advance market for their produce as well as to create micro-entrepreneur to contribute socio-economic development.

IMPACT ON SOCIETY

Benefits for Farmers	Convenience for Retailers	Saving for Consumers
One stop sale	Doorstep delivery	To ensure food safety
Fast Payment	High Quality Graded product	Hygienically handled produce
To save storage cost	Convenient & Time saving	Better Quality
Transportation advantage	To save wastage	
15% more revenue	Competitive pricing	



D. FOR INSTITUTIONAL BUYERS

Institutional buyers benefit from sourcing Good Agricultural Practices (GAP) certified products from AmarAgro in numerous ways. They receive assurance of quality, safety, and compliance with regulations. With minimized risks of contamination or product-related issues, financial and reputational risks are reduced. Our sustainable practices align with institutional buyer's corporate responsibility objectives. Long-term partnerships are built on trust and consistent supply. Moreover, access to broader markets to enhance institutional buyers' competitiveness and market presence.

E. FOR IMPORTERS

Purchasing GAP-certified goods from Exporter AmarAgro offers importers a number of advantages. They receive guarantees on sustainability, safety, and quality. Customs-related hazards are decreased as import requirements are more easily followed. Markets that prioritize GAP-certified products are more accessible. Importers reduce the likelihood of health problems or recalls. Products of superior quality gain the trust and loyalty of consumers. Fostering long-term partnerships based on shared values and mutual trust increases competitiveness in the global economy.



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