

# AGRICULTURE

*“Agriculture as a sector plays a crucial role in eradicating hunger and ensuring food security by addressing nutritional needs through production of staple food, vegetables, fruits, dairy & livestock. Sustainable agricultural practices are essential to ensure the agricultural systems remain productive & resilient to varying externalities such as climate shocks, pest infestation, inflation & supply chain disruptions. This is necessary to meet the ever-growing demands of a rising population.”*

In India, agribusiness ecosystem across the value chain lack adequate debt-financing, from the farm input stage to retail & distribution. With the broader agri value chain projected to experience tremendous growth & scale in the next few years, the sector requires substantial financial support from both the public & private sources:

- Farm inputs (seeds, crop protection, crop nutrition, farming equipment): The use of quality seeds, safe pesticides for crop protection & fertilizers to improve crop nutrition is projected to grow at an annual rate of 8.1% and will have investments worth 8.1 Bn USD flowing in by 2025
- Production (cultivation & harvesting)
- Transportation & processing (transportation, warehousing, processing, cold storage, packaging, & food manufacturing): By 2025, the food processing & cold storage sectors in India will need an estimated USD 535 Bn of funding
- Retail & distribution (grocery stores, e-commerce, food outlets, Quick Service Restaurants/restaurant businesses): The QSR market in India is projected to scale by USD 38.71 Bn by 2029
- Other innovative climate solutions (including climate-smart agriculture) is expected to witness a major boost with about USD 24 Bn of investment flows by 2025<sup>1</sup>

<sup>1</sup>Source: FICCI, IBEF, Niti Ayog, EY, India Infrastructure, Mordor intelligence





# VIVRITI'S PORTFOLIO

**THROUGH LENDING & INVESTMENT AVENUES, VIVRITI SUPPORTS THE ENTIRE AGRI SUPPLY CHAIN AS OUTLINED BELOW:**

- **Agri sub-sectors that we have invested in:**

- Agri finance, Agri tech, Digital platforms, Poultry, Dairy, etc

- **Direct lending to agricultural players:**

- Agricultural online platforms or marketplace
- Producers & suppliers of seeds & fertilizers
- Manufacturers of food commodities & products
- Manufacturers of farming machinery & equipment
- Manufacturers & solution providers for farming, irrigation & storage

- **Lending to NBFCs & MFIs to support their agricultural clients in their portfolio**

- **Co-lending to support the agricultural retail chain:**

- Food & staples retail
- Wholesalers & distributors of seeds, fertilizers, food products, machinery & equipment and farming solutions
- Fast Moving Consumer Goods (FMCG)
- Hospitality and Food & Beverage (F&B) sector – hotels, restaurants, food joints, etc

Viviti has invested in nearly 150 agricultural entities, which constitute 5.79% of our portfolio. Of VCL's agricultural funding, 53% is dedicated to agricultural products, while food products make up 43% of its agricultural portfolio. Additionally, 100% of VAM's agricultural investments are focused on agricultural products.

## CONTRIBUTION TOWARDS UN SDGs





SV Agri operates through two main divisions:

- SV Agri is the only integrated player in India's potato ecosystem, controlling the complete supply chain through its multiple partnerships.

**2023**  
Entered a joint venture with Kuipers Food Processing Machinery BV to improve potato processing efficiency in India

SV Agri, set up by Mr. Hemant Gaur, has almost 2 decades of experience in the potato value chain.

The company raised its first round of equity in 2011 from Lightrock, through its fund “Song Investment”. Currently, another Lightrock investee company, Waycool Foods and Products Pvt. Ltd. is the primary investor in the company. Vivriti Capital Limited has been associated with SV Agri since March 2023 providing debt facilities for working capital requirement of their supply chain business.

A company that has successfully navigated its sustainability journey and is on an ongoing mission to fortify its practices

## THEORY OF CHANGE

- Despite potatoes accounting for 27% of India's vegetable cultivation, average productivity remains low, with approximately 50% value losses incurred in the value chain
- Issues in the value chain include the absence of variety and quality seeds, lack of specialized storage solutions, ineffective localized management of small farm holdings and transit losses
- However, the potato's nutrient density and water efficiency make it a favorable choice for improving food security amidst climate variability

[Click the links above to explore the Five Dimensions of Impact](#)



