ROOFTOP
URBAN
AGRO PARK

Where urban space becomes green value.

We convert **underused urban space** into productive food, plant and environmental assets — supported by recurring services, education and commerce.

Food production • Plant systems • Green services

Education • Digital commerce • CSR • Hospitality

Pitch **Deck**

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Cities have space. We need scalable urban productivity.

What is missing is a scalable way to convert underused urban surfaces into productive, resource-efficient and commercially supported green ecosystems.

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1. **Unused rooftops**
   Large areas of hard urban surface remain underproductive.

2. **Long food chains**
   Fresh produce often travels long distances before consumption.

3. **Resource pressure**
   Urban food systems need better water, land and input efficiency.

4. **Execution gap**
   First-time growers need design, installation, training and care.

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OUR CONCEPT

One platform. Built for multiple green revenue pools.

We combine urban food production, plant systems, recurring care, environmental solutions, education and commerce around the same customer relationship.

Farm

Rooftops • vertical farms • soilless

ACQUIRE

Nursery

Plants • propagation • pots

SOURCE

Services

Care • rentals • environmental projects

RETAIN

Platform

Training • commerce • CSR

SCALE

The operating layer stays common; **the customer proposition changes by segment.**

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Eight verticals. One integrated green ecosystem.

Each vertical is independently monetizable, while the combined platform increases cross-sell potential and customer lifetime value.

Urban Farming & Food Production
Earning Roof, Vertical Farms, Balcony Gardening, Soil-Less Farming, Agro Towers, Micro-Greens, Community Farming

Nursery & Plant Products
Mali Baba, Baby Tree, Plant Propagation, Plant Export, Pots & Planters

Gardening & Plant Care Services
Ultra Care, Rent a Plant, Rent a Garden, Happiness Parks, Barren to Heaven

Waste & Environmental Solutions
Waste to Best, Composting, Urban Roots, Bio-Diversified Parks

Agriculture Education & Training
Little Farmer, Training, Consultation, Publication, Young Agrorian

Digital Commerce & Business Development
E-Commerce, Digital Marketing, Publication, Training & Consultation

CSR & Social Development
Urban Roots, CSR, Government Projects, Community Farming, Bio-Diversified Parks

Green Hospitality & Agro-Real Estate
Garden Café, Plant Gifting, Fruit Forests, Agro-Towers, Happiness Parks

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MARKET OPPORTUNITY

A large market is creating a broad green opportunity.

We are entering through urban agriculture, with adjacent pools in indoor farming, plants, services, education and green infrastructure.

GLOBAL URBAN FARMING

US$137.5B

2021 market size

INDIA URBAN POPULATION

513M

2024

INDIA INDOOR FARMING

US$1.34B

2024 proxy

Our market wedge

Urban food systems

→ Plant products
→ Recurring care
→ Education + digital commerce
→ CSR / institutional projects

Sources: supplied company deck / cited market references.

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The market is shifting toward resource efficiency.

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90%
Potential water reduction
Soilless systems

7.3M ha
Organic certification area
India FY24

₹75,021cr
Rooftop-solar outlay
Scheme scale

₹34,909cr
CSR spend
FY24

100
Smart Cities
National mission

10 metros
Expansion ambition
Company plan

Sources: APEDA · MoHUA/PIB · MCA · supplied company deck.

TARGET MARKET

Where density meets green demand.

We can package the same operating capability differently for household, institutional, enterprise and public buyers.

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Three layers of opportunity.

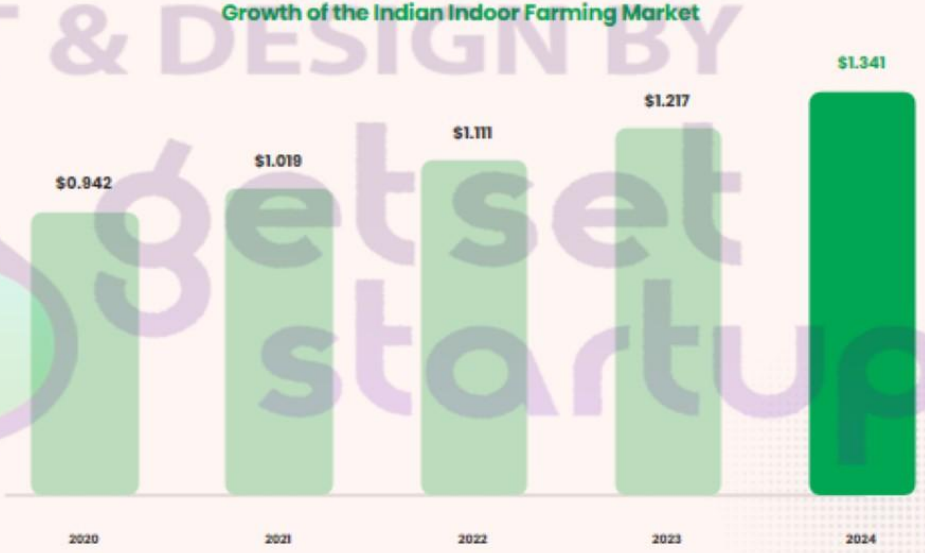
We use a global category for TAM, an India indoor-farming proxy for SAM, and our Year-5 modelled revenue as the SOM ambition.

Sizing logic

TAM Global urban-farming category

SAM India indoor-farming proxy

SOM Year-5 modelled revenue ambition



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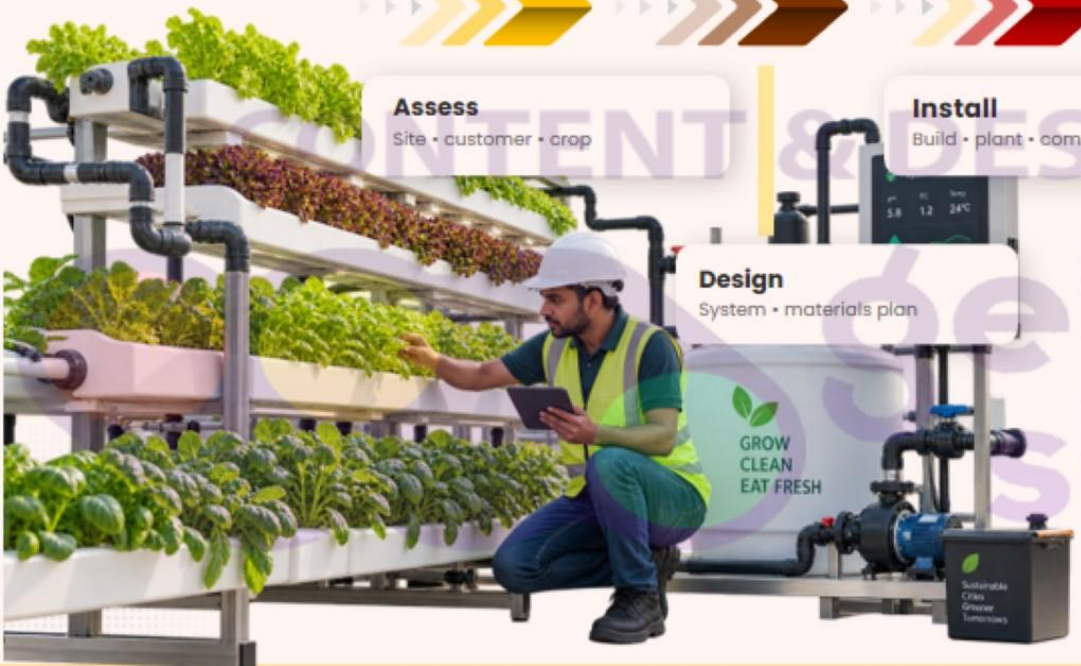
OPERATING MODEL

From space to recurring revenue.

Our internal workflow connects technical assessment, installation, agronomy, replenishment and relationship expansion.



Assess
Site • customer • crop

Design
System • materials plan

Install
Build • plant • commission

Operate
Care • monitoring • replenish

Expand
Upgrades • referrals • CSR

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BUSINESS MODEL

Four revenue engines. Built for upfront + recurring value.

The model mixes upfront project revenues with recurring services and scalable digital / educational products.

Cross-sell path: setup → inputs → care → training → upgrades → referrals

Products

Kits • plants • inputs • pots

Transaction

Projects

Rooftops • parks • installations

Project

Services

Maintenance • rentals • consulting

Recurring

Digital + Education

Training • e-commerce • publishing

Scalable

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Business Growth for the **next 5 years**

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In Rs.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	4,98,44,000	6,50,69,600	8,38,67,500	10,52,65,000	13,87,69,500
Profit	50,72,430	92,33,618	1,44,58,078	2,16,88,138	3,27,21,011

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An ecosystem that compounds value.

Our differentiation is the combination of customer acquisition, technical delivery, recurring services and impact-led institutional opportunities.

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Eight verticals

Multiple monetization routes from one relationship

B2C + B2B + B2G

Three customer channels reduce dependence on one buyer type

Food + plants

A full lifecycle from production to nursery

Soilless + circular

Water-smart systems plus composting and reuse

Setup + care

Project revenue can transition into recurring revenue

CSR + commerce

Impact projects can create commercial and institutional leads

COMPARISON

Breadth is our strategic differentiator.

We combine capabilities that are typically distributed across separate specialist providers.

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Attribute	Our Model	Eeki	UrbanKisaan	FutureFarms
Rooftop focus	✓	✗	✗	✗
Soilless / CEA	✓	✓	✓	✓
Nursery + plants	✓	✗	✗	✗
Education	✓	✗	✗	✗
E-commerce	✓	✗	✗	✗
CSR / public	✓	✗	✗	✗

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What Miracle Is Happening in **Terrace Farming Worldwide?**

Gotham Greens

New York & Chicago, USA

100+ tons / year

A single half-acre rooftop greenhouse can yield as much as a 10-acre soil farm, producing pesticide-free produce sold through major retailers since 2011.

Brooklyn Grange

New York, USA

~45,000 kg / year

One of the world's largest rooftop soil farms, operating across 100,000+ sq. ft. at three NYC sites, with additional honey production and citywide educational tours.

Lufa Farms

Montreal, Canada

40+ crops • 500+ pickups

Four rooftop greenhouses grow produce year-round, including through Canadian winters, using the building's own heat and irrigation systems.

Sky Greens

Singapore

5–10× yield / sq. ft.

Vertical "A-Go-Gro" towers produce roughly 5 tonnes of greens daily using minimal land, water and power — supporting Singapore's national food-security goals.

From New York rooftops to Singapore's vertical towers, terrace farming is already proving its commercial and food-production potential. Rooftop Urban Agro Park brings the same proven playbook to India's cities.

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A Global **Policy Tailwind**

Governments - from Singapore to Mumbai - are increasingly supporting rooftop agriculture, urban farming and sustainable food production.

Date / Year	Policy Highlight	Authority / Source
2019	Singapore Food Agency launches "30 by 30", targeting 30% of nutritional needs locally by 2030.	Singapore Food Agency
2019–2027	NYC extends its Green Roof Property Tax Abatement, offering up to $15 per sq. ft. for green and rooftop-farm installations.	NYC Department of Buildings
Oct 2019	MHRD directs Indian states and UTs to establish Kitchen Gardens in schools as a life-skill and nutrition initiative.	Ministry of HRD, India
Feb 2022	BMC proposes mandatory rooftop and vertical gardens for new buildings larger than 2,000 sq. m.	BMC – Realty Plus
Jul 2023	BMC introduces terrace farming in civic schools, integrating STEM and sustainability education.	BMC – Mid-Day
2026	Madhya Pradesh moves beyond rooftop farming, with MoUs for Agri-Voltaic systems under PM-KUSUM 2.0 to improve land-use efficiency, food security and farmer income.	Govt. of MP – New & Renewable Energy Dept.

Why It Matters

Policy alignment across **global markets and India — including our home state — strengthens market readiness** and creates opportunities for **civic, institutional and B2G partnerships** for Rooftop Urban Agro Park.

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From awareness to recurring lifetime value.

Each stage is designed to increase trust, lower decision friction and create opportunities for repeat purchases, maintenance and institutional expansion.

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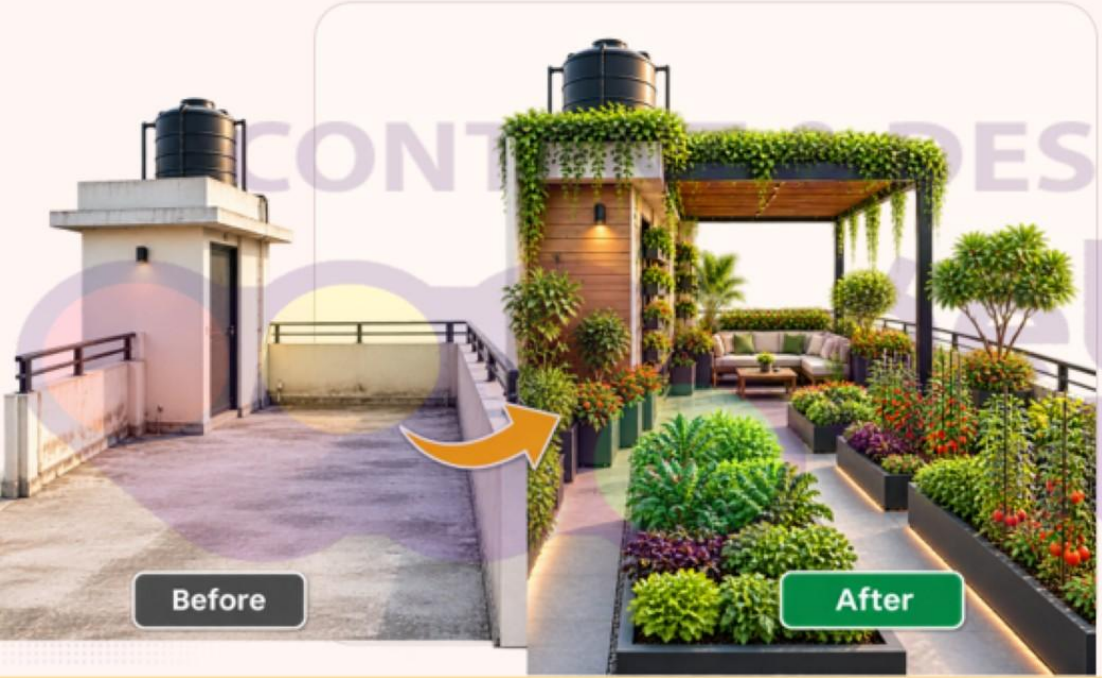
Acquire locally. Prove value. Expand systematically.

Our growth engine is built around demonstration-led selling, measurable pilots and structured expansion into institutional and CSR accounts.



Reach

Metro-targeted digital campaigns, local groups and partner-led introductions.

Educate

Farm demonstrations, Little Farmer programs, webinars and technical content.

Pilot

Rooftop and balcony pilots that visibly prove design, crop and operating performance.

Convert

Technical proposals, space plans, bundles and ROI-led packages to close buyers.

Retain

Maintenance, consumables, training and upgrades attached to the installed base.

Expand

Referrals, CSR partnerships, government programs and e-commerce.

ROADMAP

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Build the platform before scaling the network.

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Q2 2026	Q3 2026	Q4 2026	Q1 2027	Q2 2027	Q3 2027
1	2	3	4	5	6
Foundation	**Launch**	**Expansion**	**Technology**	**Scale**	**Network**
Consolidate the eight verticals and operating architecture	Strengthen flagship pilots and digital commerce	Build B2B, B2G and CSR acquisition channels	Deploy IoT, sensors and operational dashboards	Expand through priority Indian metros	Community farms, institutional and strategic partnerships

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Our plan: 10 priority metro cities and 10,000+ rooftops by 2027.

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A broad platform with clear execution priorities.

We see the model's strengths, limitations, growth opportunities and external risks across the operating system.

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Strengths

- **Integrated green ecosystem** across 8 verticals
- **Multiple revenue streams** across B2C, B2B & B2G
- **Farm + nursery + services** under one platform
- **Founder expertise** in farming, finance & hospitality

Weaknesses

- **Eight verticals** increase execution complexity
- **Early-stage brand** needs wider market visibility
- **Working capital** required for project cycles
- **Technology platform** is still being developed

Opportunities

- **Urban rooftop utilization** across Indian cities
- **CSR & biodiversity projects** create institutional demand
- **Digital commerce** enables geographic expansion
- **Government initiatives** support urban greening

Threats

- **Specialist competitors** in controlled farming
- **Energy costs** can affect CEA economics
- **Execution complexity** during rapid expansion
- **Customer education** may lengthen sales cycles

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FUNDING ASK

₹65 lakh to accelerate scale.

We are allocating capital to demand generation, people and technology so that the platform can convert more opportunities into repeatable revenue.

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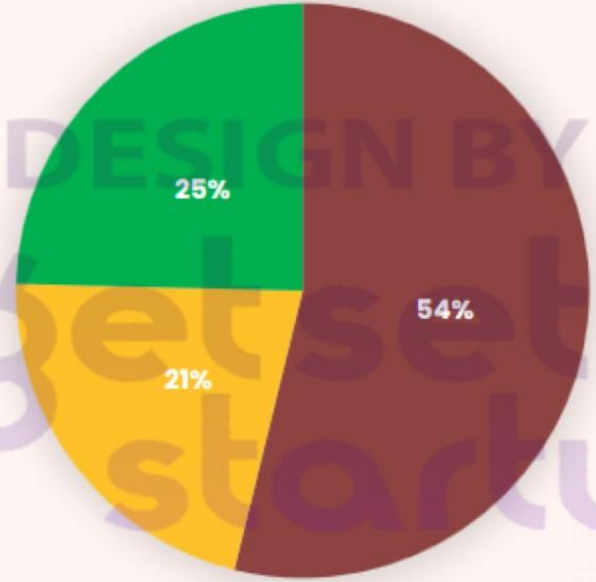
MARKETING	₹16L	Pan-India digital + community outreach
TEAM	₹14L	Technology + support hiring
PLATFORM + TECH	₹35L	E-commerce upgrade + IoT trials



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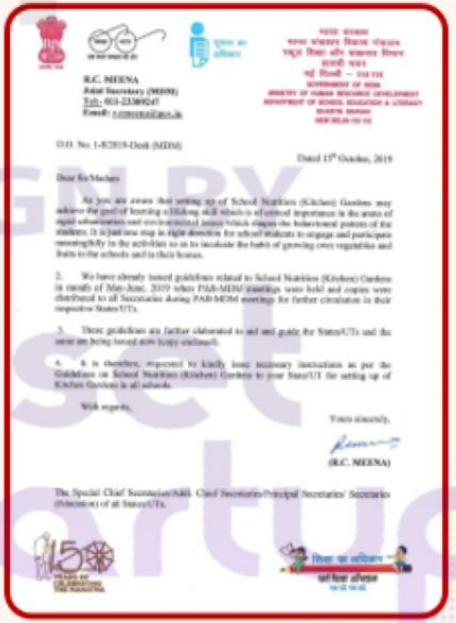
Government Validation: **School Nutrition Gardens**

India's education system is already promoting kitchen gardens as a tool for nutrition, learning and environmental awareness.

Government Directive — 2019
Ministry of Human Resource Development encouraged States/UTs to establish **School Nutrition (Kitchen) Gardens** across schools.

Official Guidelines
The guidelines promote **hands-on gardening, vegetable growing, nutrition education and environmental learning**


R.C. MEENA
Joint Secretary (MDM)
Tel: 011-23389247
Email: [illegible]

D.O. No. 1-8/2019-Desk (MDM)

Dated 15th October, 2019

Dear Sir/Madam

As you are aware that setting up of School Nutrition (Kitchen) Gardens may achieve the goal of learning a lifelong skill which is of critical importance in the arena of rapid urbanisation and environmental issues which shapes the behavioural pattern of the students. It is just one step in right direction for school students to engage and participate meaningfully in the activities so as to inculcate the habit of growing own vegetables and fruits in the schools and in their homes.

2. We have already issued guidelines related to School Nutrition (Kitchen) Gardens in month of May-June, 2019 when PAB-MDM meetings were held and copies were distributed to all Secretaries during PAB-MDM meetings for further circulation in their respective States/UTs.

3. These guidelines are further elaborated to aid and guide the States/UTs and the same are being issued now (copy enclosed).

4. It is therefore, requested to kindly issue necessary instructions as per the Guidelines on School Nutrition (Kitchen) Gardens to your State/UT for setting up of Kitchen Gardens in all schools.

With regards,

Yours sincerely,

(R.C. MEENA)

The Special Chief Secretaries/Addl. Chief Secretaries/Principal Secretaries/ Secretaries (Education) of all States/UTs.

ROOFTOP URBAN AGRO PARK

Experience across finance, farming + operations.

The team combines financial discipline with operating experience in the same sectors being commercialized.

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Mahesh Purohit

Director

20+ years banking

18 years farming + 8 years nursery

15+ years tourism & hospitality

Focus: strategy, finance, growth and execution.

Amita Purohit

Director

10+ years as college lecturer

11 years tourism

Farming + restaurants + nurseries

Focus: operations, education and stakeholder management.

Experience Has **No Expiry Date**

A second innings can create a first-of-its-kind venture.

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"Retirement Shouldn't Mean the End of Building
Society often equates retirement with stepping away. But **experience, curiosity and entrepreneurial ambition do not have an age limit**."

The founders of Rooftop Urban Agro Park are bringing **decades of professional and operating experience** into a new entrepreneurial chapter, building a business around urban agriculture, sustainability and green infrastructure.

What This Journey **Can Unlock**

A New Path to Build
Create a visible entrepreneurial pathway where **experience becomes an asset**, not a limitation.

Experience Put to Work
Transform **decades of knowledge, relationships and practical expertise** into a new scalable business.

A Door Open for Others
Demonstrate that **entrepreneurship can begin at any stage of life**, encouraging experienced professionals to pursue their own ideas.

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Let's build cities that grow.

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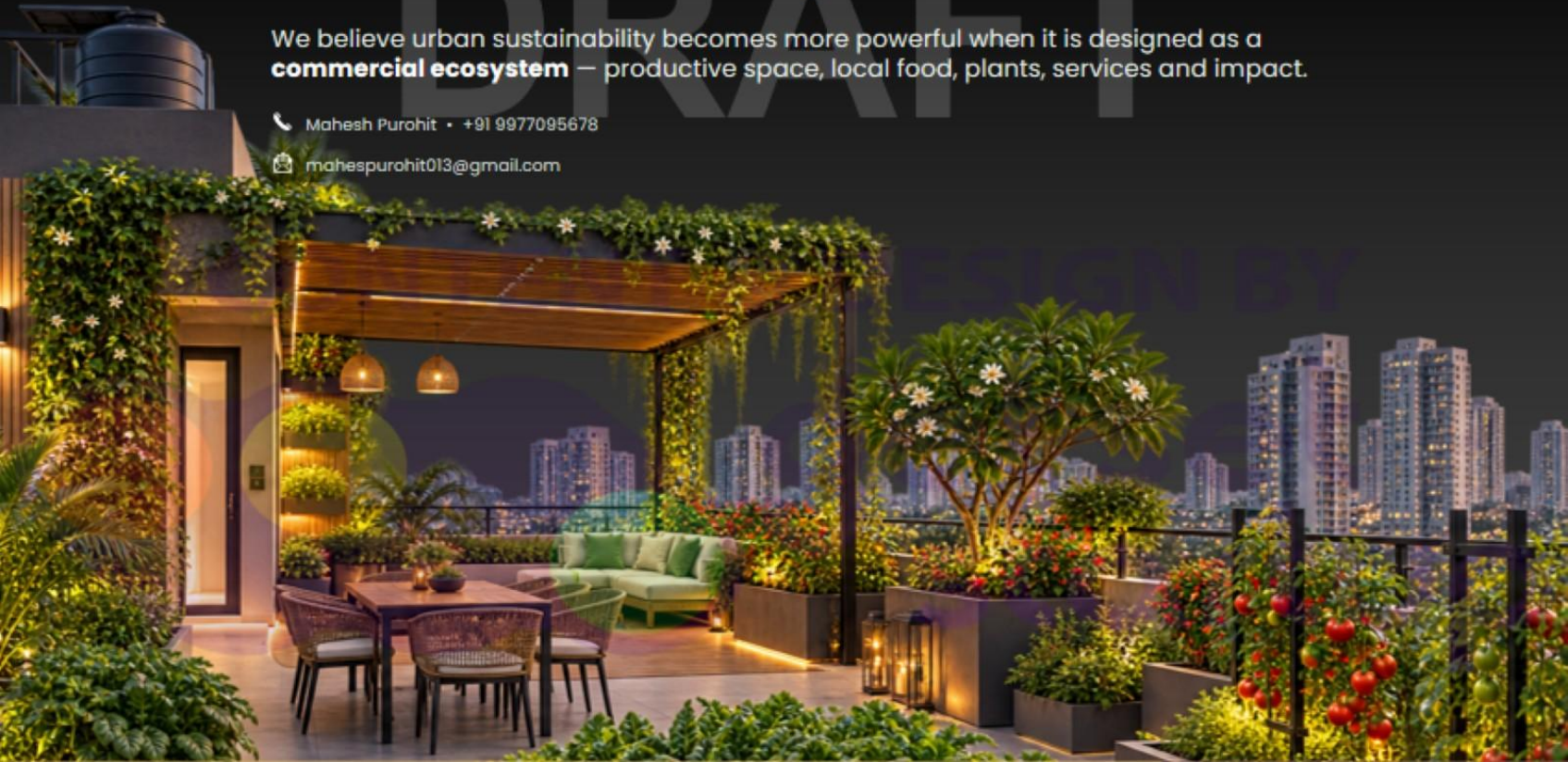
We believe urban sustainability becomes more powerful when it is designed as a **commercial ecosystem** — productive space, local food, plants, services and impact.

Mahesh Purohit • +91 9977095678

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