

# The Agriculture Sector in India

**Industry Overview and Business Opportunities for Agritech**





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**If you want to put your money into an investment that will pay off handsomely over the next few years, the Indian agriculture sector is a good place to start. In recent years, the country's farming policy has undergone significant changes, as well as a strong push toward agricultural exports and organic food production, all of which have boosted the industry's profitability.**





**Today, we'll look at  
some of the most  
intriguing  
opportunities in  
the sector.**



## **A HUGE OPPORTUNITY**

**The Indian agriculture sector is expected to reach \$360 billion by 2018 from its current size of around \$110 billion. There are numerous opportunities in agritech to support farmers by increasing their productivity as well as ensuring effective supply chains through better inventory management.**



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**The focus on organic produce also makes it a lucrative market with high value addition potential. Another key opportunity lies in high-end scientific farming practices such as precision farming which enables accurate delivery of specific nutrients to individual plant species resulting in higher yields.**





**This can be done through satellites and remote sensing technology that tracks weather patterns across large areas. This helps in assessing moisture levels, crop health, fertiliser requirements etc., thereby allowing farmers to plan accordingly and increase yield per acre substantially.**



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**Agritech companies have been using these technologies effectively to help increase yield per acre and reduce input costs for farmers. In fact most large companies have been able to develop new business models based on these technologies leading to increased revenues and profits from every unit sold.**



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## **MARKET SIZE**

**Between FY20 and FY21, India's wheat and other cereals exports increased by 727 percent, from \$ 505 million to \$ 799 million. Between 2020 and 2027, the global agritech industry is expected to develop at a compound annual growth rate (CAGR) of 12.1%.**



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**India, like China and the United States, is a competitor in this market. In the last two years, India's agriculture sector has grown at a rapid pace. The industry, which employs the majority of the country's workforce, accounted for 18.8% of the country's Gross Value Added (GVA) in 2021-22, growing at a rate of 3.6 percent in 2020-21 and 3.9 percent in 2021-22. For the years 2021-22, India's agricultural exports will surpass \$50 billion.**

➤ **Visit this Page for More Information:** [Start a Business in Food Processing and Agriculture Based Industry](#)





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**Total food grain production in the country is expected to reach a new high of 308.65 MT in 2020-21, according to the Fourth Advance Estimates. Rice, wheat, and coarse cereals output have increased at compound annual growth rates (CAGR) of 2.7, 2.9, and 4.8 percent, respectively, over the last six years, from 2015-16 to 2020-21.**





**During the same time period, the CAGRs for pulses, oilseeds, and cotton were 7.9, 6.1, and 2.8 percent, respectively. Cereals accounted for over 49% of total products (\$10,000 million), while fresh fruits and vegetables accounted for 6% (\$1342 million) in 2020-21.**



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**India is one of the world's leading producers of oilseeds. Since 2016-17, India's oilseed production has consistently increased. From 2015-16 to 2020-21, India's oilseed production increased by over 43%.**



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➤ ***Read our Books Here:*** [\*Agriculture, Agro Based, Cereal Food, Milk, Cocoa, Chocolate, Ice Cream, Plantation, Farming, Food & Beverages, Fruits, Dairy, Confectionery, Vegetables, Spices, Oils & Fats, Bakery, Snacks, Fisheries, Meat, Coconuts, Potato and Potato Products, Rice Cultivation and Processing, Tea, Beekeeping and Honey Processing\*](#)



**India is expected to sustain a 2.6 percent annual increase in per capita vegetable oil consumption, reaching 14 kg/capita by 2030, necessitating a 3.4 percent annual increase in imports.**

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**India's sugar and sugarcane sector is the country's second largest agro-based industry, after only cotton. In sugar season 2020-21, around 70 LMT of sugar was exported, compared to 59.60 LMT in sugar season 2019-20. Furthermore, for the sugar season 2021-22, contracts for around 30 LMT of sugar export have already been inked.**





**The Indian tractor industry is the world's largest, accounting for one-third of global output. India's farm equipment market was valued at \$8.8 billion in 2017 and is predicted to grow to \$12.5 billion by 2022. By 2022, the tractor market is estimated to increase at a CAGR of 7%.**



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- **India is the world's second-biggest producer of rice, cashew tea, wheat, cotton, groundnuts, and fruits and vegetables, and the world's largest producer of spices, pulses, milk, and jute (raw jute and jute goods).**
- **India is ranked third in terms of Agritech funding, with investments around \$ 30-35 billion expected by 2025.**



# INDUSTRY SCENARIO

- **Total foodgrain production in the country is expected to reach a new high of 308.65 million tonnes in 2020-21, up 11.15 million tonnes from 2019-20.**
- **For around 58 percent of India's population, agriculture is their primary source of income.**



**The Government of India adopted the Indian Agriculture Export Policy, 2018 in December 2018.**

**With a stable trade policy regime, the new strategy intended to grow India's agricultural exports to \$60 billion by 2022 and \$100 billion in the next few years. In 2019, India was the world's ninth largest exporter of agricultural products, with a total value of \$37.4 billion dollars.**



**During the 2019-20 fiscal year, India exported agri-machinery worth \$1,024 million. 76.4 percent was sold to the United Kingdom, North America, Eastern Europe, the European Union, Africa, ASEAN, and SAARC. Rice exports grew from \$1.9 billion in April-June 2020 to \$2.3 billion in April-June 2021.**

- ***Related Feasibility Study Reports:*** [Food Processing and Agriculture Based Projects, Snack Food, Frozen Food, Agro Processing Technology, Processed Food, Instant Food, Food Industry, Food Preservation, Canned Food, Packed Food, Ready to Eat Food, Cereal Food, Pickle, Spices, Grain Milling](#)



**Agricultural and allied commodity exports totaled INR 2.74 lakh crore from April 2020 to February 2021, up from INR 2.31 crore in the same period last year, suggesting a growth of 18.49 percent. The export of Basmati Rice was \$2,947 million in April-December 2020, compared to \$2,936 million in the same period the previous year. Iran, Saudi Arabia, Iraq, the United Arab Emirates, Kuwait, and European countries are among the major destinations for Indian Basmati rice exports.**



**172.46 million kg of tea was shipped from April to January 2021, with CIS being the top-exported Indian tea at 42.64 mkg. During the same year, the UAE was the top buyer of India tea, with 10.92 mkg of imports. Increased demand for agriculture products has been fueled by a growing population and rising urban and rural affluence. The Ministry of Agriculture has been allocated \$40.06 billion in the Union Budget of India for 2020-21.**





**India is the country  
with the most  
organic farmers and  
the ninth-largest  
area under organic  
farming.**



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**India's agriculture technology sector has the potential to develop to \$24.1 billion in five years.**

**In India, the current market size of agro tech, which includes AI-based agri innovation start-ups, is almost \$204 million.**





**The bamboo industry has a potential value of \$4.29 billion dollars.**



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**India is the  
world's second-  
largest consumer  
of vegetable oil  
and its top  
importer.**



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**Rice exports in August 2021 totaled \$715.24 billion dollars, up 6.58 percent from \$671.08 billion dollars in August 2020.**

**In the first seven months of the current fiscal year, India's rice exports increased by over 33% to 11.79 MT, possibly exceeding the previous fiscal year's record of over 17 MT.**



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**National Mission on  
Edible Oils - 22 states  
have been identified as  
having a prospective  
area for Oil Palm  
development in India,  
totaling 27.99 lakh  
hectares.**



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# GROWTH DRIVERS

## ***Demand-side drivers***

**Increased exports, population and economic growth, and favourable demographics.**

## ***Drivers on the supply side***

**Hybrid and genetically modified seeds, a conducive climate for agriculture and a diverse range of crops, and mechanisation Eastern India's irrigation facilities and Green Revolution.**



## ***Support from Policymakers***

**Increasing MSP and increasing institutional credit New initiatives such as the Paramparagat Krishi Vikas Yojana, Pradhanmantri Gram, Sinchai Yojana, and Sansad Adarsh Gram Yojana have been introduced, as well as the opening of wheat and rice exports.**



## ***Logistics support***

**Kisan Rath (a mobile app for farmers, FPOs, and traders), 200+ Kisan Rails, and the Krishi Udaan Scheme for produce transportation, as well as Perishable Cargo Centres, cold storage facilities at airports and inland container depots, and cargo terminals and warehouses, are all examples of logistics support initiatives.**



# TRENDS IN THE INDUSTRY

## *Innovation in the Digital Realm*

**Infrastructure development, supply chain management, and technological enablement of sectors such as quality, traceability, logistics and distribution, as well as other parts of the value chain, can all benefit from digital innovation in agriculture.**



## ***Taking Advantage of Farmer Producer Organizations (FPOs)***

**Using the potential of Farmer Producer Organizations (FPOs) to monetize the number of farmers engaged through initiatives like FPOs. Better insurance terms, farm produce transit insurance, quality evaluation infrastructure, precision agriculture technologies for better crop management, and so forth.**



## ***Forestry Sector Foreign Investment***

**The Japan International Cooperation Agency (JICA) and the Government of India have agreed to give an Official Development Assistance (ODA) loan for the Project for Sustainable Forest Management for 12,287 million Japanese Yen (about INR 750 crore).**



## ***Government Assistance in the Forestry Industry***

**The Indian government has announced a list of 50 minor forest products. The Indian government has established Van Dhan Vikas Karykram, under which Minor Forest Produce gatherers will be trained in scientific methods of collecting Minor Forest Produces, processing, and value addition, among other things.**



## ***Sericulture Plantation***

**Assam, Arunachal Pradesh, the Bodoland Territorial Council (BTC), and Meghalaya have received assistance to identify and develop pockets in the forest for intensive plantations of different food plants for the Muga silkworm, as well as to build the population in wild habitat for use in breeding programmes and stock replenishment.**



## ***Ecosystem of Startups***

**In India's startup ecosystem, approximately \$1 billion was invested in agriculture firms in 2018.**



# Some Usefull Links

## KEY STAKEHOLDERS

- [Department of Agriculture, Cooperation & Farmers Welfare](#)
- [Mission for Integrated Development of Horticulture \(MIDH\)](#)
- [National Bee Board](#)
- [Non-Timber Forest Produce Related Links](#)
- [National Bamboo Mission, Ministry of Agriculture & Farmers Welfare](#)
- [National Medicinal Plants Board](#)



# **TAGS**

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#BusinessIdeas #ManufacturingBusinessIdeas  
#IndianBiotechnologySector #AgricultureSectorinIndia  
#IndustryOverview #BusinessOpportunities #Agritech  
#AgricultureSector #AgricultureProducts #AgricultureProduce  
#Agro***



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# Major Queries/Questions Answered in Our Report?

- 1. How has the industry performed so far and how will it perform in the coming years?**
- 2. What is the Project Feasibility of the Plant?**
- 3. What are the requirements of Working Capital for setting up the plant?**
- 4. What is the structure of the industry and who are the key/major players?**



- 5. What is the total project cost for setting up the plant?**
- 6. What are the operating costs for setting up the plant?**
- 7. What are the machinery and equipment requirements for setting up the plant?**
- 8. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up the plant?**
- 9. What are the requirements of raw material for setting up the plant?**

**10. Who are the Suppliers and Manufacturers of Raw materials for setting up the plant?**

**11. What is the Manufacturing Process of the plant?**

**12. What is the total size of land required for setting up the plant?**

**13. What will be the income and expenditures for the plant?**

**14. What are the Projected Balance Sheets of the plant?**



- 15. What are the requirement of utilities and overheads for setting up the plant?**
- 16. What is the Built up Area Requirement and cost for setting up the plant?**
- 17. What are the Personnel (Manpower) Requirements for setting up the plant?**
- 18. What are Statistics of Import & Export for the Industry?**
- 19. What is the time required to break-even?**

- 20. What is the Break-Even Analysis of the plant?**
- 21. What are the Project financials of the plant?**
- 22. What are the Profitability Ratios of the plant?**
- 23. What is the Sensitivity Analysis-Price/Volume of the plant?**
- 24. What are the Projected Pay-Back Period and IRR of the plant?**
- 25. What is the Process Flow Sheet Diagram of the plant?**
- 26. What are the Market Opportunities for setting up the plant?**
- 27. What is the Market Study and Assessment for setting up the plant?**
- 28. What is the Plant Layout for setting up the plant?**



# Project Financials

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- **Annexure 2 :: Profitability and Net Cash Accruals**
  - **Revenue/Income/Realisation**
  - **Expenses/Cost of Products/Services/Items**
  - **Gross Profit**
  - **Financial Charges**
  - **Total Cost of Sales**
  - **Net Profit After Taxes**
  - **Net Cash Accruals**



- **Annexure 3 :: Assessment of Working Capital requirements**
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  - Gross Working Capital
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  - Working Note for Calculation of Work-in-process
- **Annexure 4 :: Sources and Disposition of Funds**

- **Annexure 5 :: Projected Balance Sheets**

- **ROI (Average of Fixed Assets)**
- **RONW (Average of Share Capital)**
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- **Annexure 7 :: Break-Even Analysis**

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- **Semi-Variable/Semi-Fixed Expenses**
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- **Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume**

- **Resultant N.P.B.T**
- **Resultant D.S.C.R**
- **Resultant PV Ratio**
- **Resultant DER**
- **Resultant ROI**
- **Resultant BEP**



- **Annexure 12 :: Shareholding Pattern and Stake Status**
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- **Annexure 19** :: **Packing Material Cost**
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- **Annexure 21** :: **Employees Expenses**
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# Reasons for Buying Our Project Report

- ✓ **The report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- ✓ **This report provides vital information on the product like it's characteristics and segmentation**
- ✓ **This report helps you market and place the product correctly by identifying the target customer group of the product**



- ✓ **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- ✓ **The report provides a glimpse of government regulations applicable on the industry**
- ✓ **The report provides forecasts of key parameters which helps anticipate the industry performance and make sound business decisions**

# Our Approach



- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

## **Free Instant Online Project Identification and Selection Service**

**Our Team has simplified the process for you by providing a "Free Instant Online Project Identification & Selection" search facility to identify projects based on multiple search parameters related to project costs namely: Plant & Machinery Cost, Total Capital Investment, Cost of the project, Rate of Return% (ROR) and Break Even Point % (BEP). You can sort the projects on the basis of mentioned pointers and identify a suitable project matching your investment requisites.....[Read more](#)**



## [Download Complete List of Project Reports](#)

- [Detailed Project Reports](#)

**Visit:-** <https://www.entrepreneurindia.co/complete-project-list>

**NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.**

**Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.**

**And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,**



**Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)**

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***Niir PROJECT CONSULTANCY SERVICES***

# Entrepreneur India





# Who are we?

**A trusted and leading name in the industry, we have been putting forth exceptionally integrated and comprehensive technical consultancy services. We believe that project consultancy serves as a critical element for the success of your projects. Moreover, we keep in mind that no client is the same and nor are the requirements. Therefore, we ensure uniqueness in every service you avail from us.**

# What do we offer?

- **Project Identification**
- **Detailed Project Reports/Pre-feasibility Reports**
- **Market Research Reports**
- **Business Plan**
- **Technology Books and Directory**
- **Industry Trend**
- **Databases on CD-ROM**
- **Laboratory Testing Services**
- **Turnkey Project Consultancy/Solutions**
- **Entrepreneur India (An Industrial Monthly Journal)**



## How are we different ?

- We have two decades long experience in project consultancy and market research field
- We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision

# Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

## **Who do we Serve?**

- Public-sector Companies
- Corporates
- Government Undertakings
- Individual Entrepreneurs
- NRI's
- Foreign Investors
- Non-profit Organizations, NBFC's
- Educational Institutions
- Embassies & Consulates
- Consultancies
- Industry / trade associations



## Sectors We Cover

- Ayurvedic And Herbal Medicines, Herbal Cosmetics
- Alcoholic And Non Alcoholic Beverages, Drinks
- Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin
- Activated Carbon & Activated Charcoal
- Aluminium And Aluminium Extrusion Profiles & Sections,
- Bio-fertilizers And Biotechnology
- Breakfast Snacks And Cereal Food
- Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling

## **Sectors We Cover** *Cont...*

- Bamboo And Cane Based Projects
- Building Materials And Construction Projects
- Biodegradable & Bioplastic Based Projects
- Chemicals (Organic And Inorganic)
- Confectionery, Bakery/Baking And Other Food
- Cereal Processing
- Coconut And Coconut Based Products
- Cold Storage For Fruits & Vegetables
- Coal & Coal Byproduct

## Sectors We Cover *Cont...*

- Copper & Copper Based Projects
- Dairy/Milk Processing
- Disinfectants, Pesticides, Insecticides, Mosquito Repellents,
- Electrical, Electronic And Computer based Projects
- Essential Oils, Oils & Fats And Allied
- Engineering Goods
- Fibre Glass & Float Glass
- Fast Moving Consumer Goods
- Food, Bakery, Agro Processing



## Sectors We Cover *Cont...*

- Fruits & Vegetables Processing
- Ferro Alloys Based Projects
- Fertilizers & Biofertilizers
- Ginger & Ginger Based Projects
- Herbs And Medicinal Cultivation And Jatropha (Biofuel)
- Hotel & Hospitality Projects
- Hospital Based Projects
- Herbal Based Projects
- Inks, Stationery And Export Industries

## Sectors We Cover *Cont...*

- Infrastructure Projects
- Jute & Jute Based Products
- Leather And Leather Based Projects
- Leisure & Entertainment Based Projects
- Livestock Farming Of Birds & Animals
- Minerals And Minerals
- Maize Processing(Wet Milling) & Maize Based Projects
- Medical Plastics, Disposables Plastic Syringe, Blood Bags
- Organic Farming, Neem Products Etc.

## Sectors We Cover *Cont...*

- Paints, Pigments, Varnish & Lacquer
- Paper And Paper Board, Paper Recycling Projects
- Printing Inks
- Packaging Based Projects
- Perfumes, Cosmetics And Flavours
- Power Generation Based Projects & Renewable Energy Based Projects
- Pharmaceuticals And Drugs
- Plantations, Farming And Cultivations
- Plastic Film, Plastic Waste And Plastic Compounds
- Plastic, PVC, PET, HDPE, LDPE Etc.



## **Sectors We Cover** *Cont...*

- Potato And Potato Based Projects
- Printing And Packaging
- Real Estate, Leisure And Hospitality
- Rubber And Rubber Products
- Soaps And Detergents
- Stationary Products
- Spices And Snacks Food
- Steel & Steel Products
- Textile Auxiliary And Chemicals

## **Sectors We Cover** *Cont...*

- Township & Residential Complex
- Textiles And Readymade Garments
- Waste Management & Recycling
- Wood & Wood Products
- Water Industry(Packaged Drinking Water & Mineral Water)
- Wire & Cable

# Objective

- To get a detailed scenario of the industry along with its structure and classification
- To provide a comprehensive analysis of the industry by covering aspects like:
  - Growth drivers of the industry
  - Latest market trends
  - Insights on regulatory framework
  - SWOT Analysis
  - Demand-Supply Situation
  - Foreign Trade
  - Porters 5 Forces Analysis



# Objective

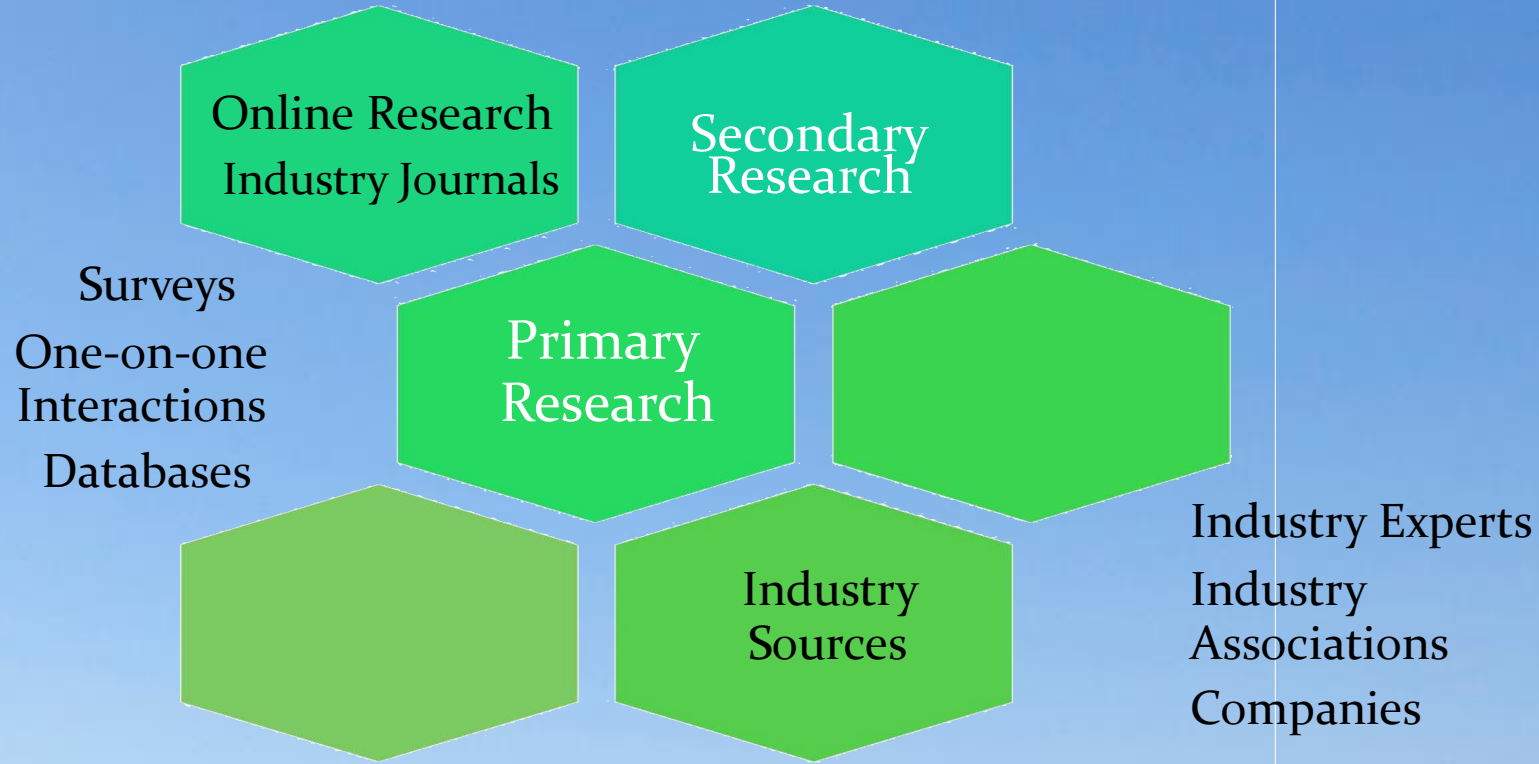
- To provide forecasts of key parameters which helps to anticipate the industry performance
- To help chart growth trajectory of a business by detailing the factors that affect the industry growth
- To help an entrepreneur/manager in keeping abreast with the changes in the industry
- To evaluate the competitive landscape of the industry by detailing:
  - Key players with their market shares
  - Financial comparison of present players

# Clientele

- Venturist/Capitalists
- Entrepreneur/Companies
- Industry Researchers
- Investment Funds
- Foreign Investors, NRI's
- Project Consultants/Chartered Accountants
- Banks
- Corporates

[Click here for list](#)

# Data Sources





# Scope & Coverage



## Our Team

⌘ Our research team comprises of experts from various financial fields:

⌘ MBA's

⌘ Industry Researchers

⌘ Financial Planners

⌘ Research veterans with decades of experience

# Structure of the Report

1. Overview
2. Market Analysis
  - 2.1 Growth Drivers
  - 2.2 Emerging Trends in the Industry
  - 2.3 Regulatory Framework
  - 2.4 SWOT Analysis
  - 2.5 Herfindahl–Hirschman Index (HHI)
3. Market Forecasts
4. Key Players



# Structure of the Report

*Cont*

- 5. Key Financials and Analysis
  - 5.1 Contact Information
  - 5.2 Key Financials
  - 5.3 Financial comparison
- 6. Industry Size & Outlook

# Contact us

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