

The 'real' annual performance report (2022)

As per our users

These insights are based on an independent study conducted by *60 Decibels*. They conducted phone interviews with 201 randomly selected FarMart users.

In our endeavor to build *the good food economy*, our stakeholders sit at the heart of our operations, and we take them along as we grow.

This report is generously sponsored by Omidyar Network India, one of our earliest supporters.



Who are our users?

They are small retail shop owners selling agricultural inputs to farmers in their localities.

They have strong relationships with the farmers and act as their trusted advisors, business partners, and friends. Currently we have close to 2,00,000 retailers using the FarMart android app.

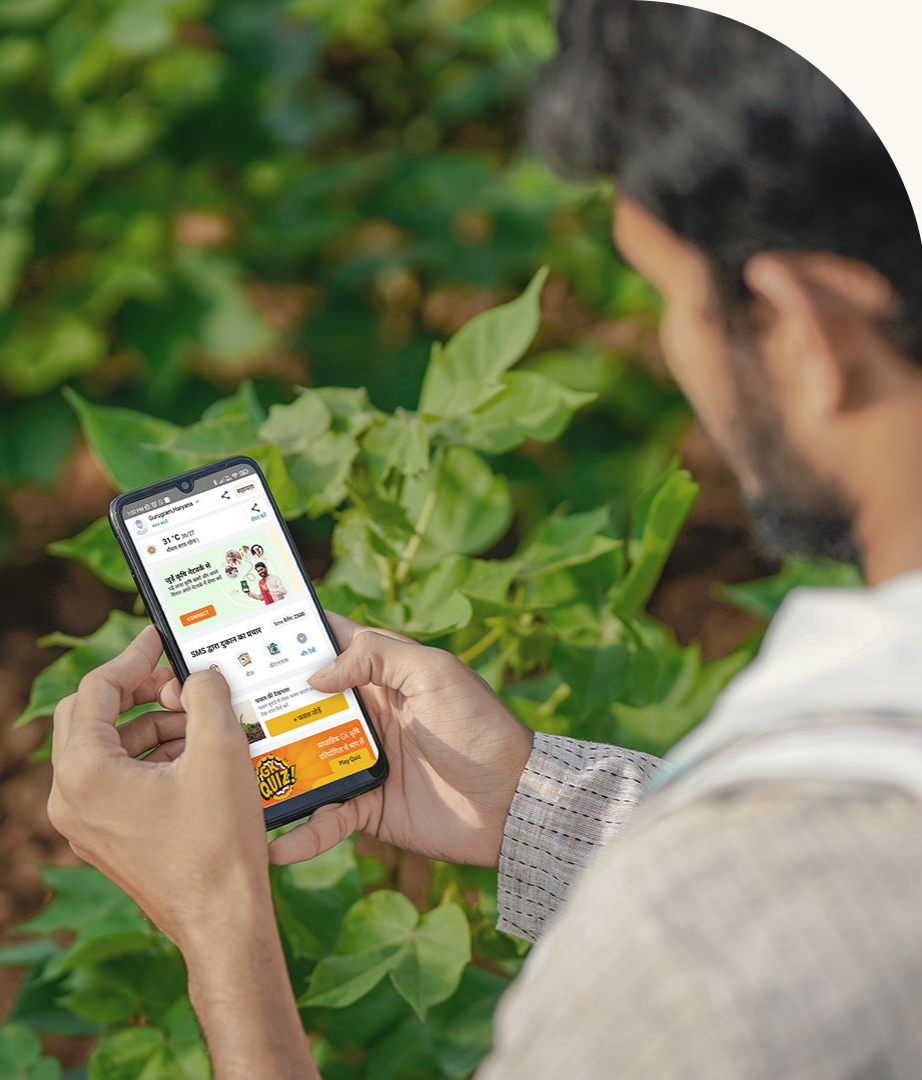
56%

of our users are in the lower income segment of India

80%

of all respondents live in rural areas





These retailers were underserved by tech.

“

Before, I was unable to share basic information with my farmers such as shop timings and stock information. But after using the app I can send messages to all my farmers in one go. This has helped my business a lot.

”

91%

are using an app like ours for the first time

88%

still don't have any other alternatives

But after FarMart, **90%** users said their quality of life has improved.

“

I can now empower my farmers with every type of information - about crops, credit sales and the products that are available in my shop. Because of this my time is getting saved and my income is increasing as well.

”

82%

users reported time savings

48%

mentioned business growth

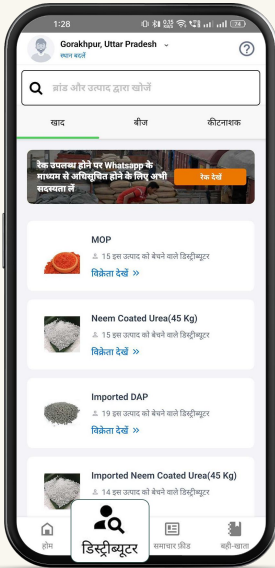
39%

experienced increase in income



We found that they love some features of our app

“ Now I can access all types of information like rake stock. I can also get the distributor's contact numbers. This is very helpful for my business. ”



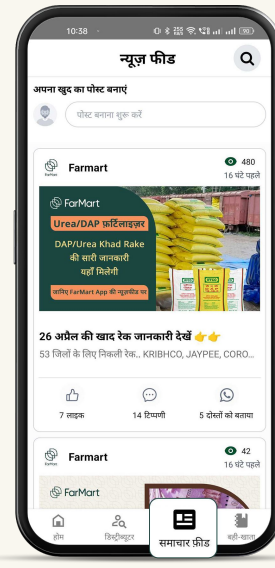
Managing inventory

“ With a click of a button I can send a message to all my farmers. It has become very easy to share information with them. ”



Farmer communication

“ FarMart app provides the information of seasonal insecticides and care for every crop. I share this with the farmers and they come and buy the agricultural products. ”



Advisory & Information

And that they also see us as a trusted partner.

“

I get my payments on time and promptly. This is important because when I sell to others, they pay only after delays.

”

“

After joining FarMart, my business has increased, the rates are good and my profits have increased. Now more farmers come to my shop.

”



Guaranteed
payment upon
dispatch of goods



Fair prices
For commodities



Good staff
behaviour

We also learnt what we need to do to serve them better



Learning 1: Enabling personal branding for the retailer within their communities



Learning 2: Better customer service and shorter TAT on queries



Learning 3: More accuracy in stock information of distributors

Our users give us our most important reviews.

And we continue to listen.

I had a festival greeting to farmers and can also inform to farmers about how to borrow money on FarMart app. I can also inform to farmers about fertilizers, seeds, pesticides etc.

I had to click one to send the message to the farmers. And also very easy Transaction FarMart App. Now it has become very easy for us to contact the farmers. I will give FarMart a 10 rating.

This is good thing that I inform farmers about fertilizer rack information, when it came on my shop. Through this app I easily know the information about another distributors stock like UREA, DAP, etc.

I can maintain the farmers borrowing money with the help of FarMart app. I can easily send the messages to farmers about seeds, fertilizer and pesticides.

I can see the condition of farming. I can also get the information about fertilizers and seeds in the field. In this app, there is a lot of opportunity to contact the farmers. That's why I give 10 rating.

I can maintain the farmers borrowing money with the help of FarMart app. I can easily send the messages to farmers about seeds, fertilizer and pesticides.

I had to click one to send the message to the farmers. And also very easy Transaction FarMart App. Now it has become very easy for us to contact the farmers. I will give FarMart a 10 rating.

I can see the condition of farming. I can also get the information about fertilizers and seeds in the field. In this app, there is a lot of opportunity to contact the farmers. That's why I give 10 rating.

I can maintain the farmers borrowing money with the help of FarMart app. I can easily send the messages to farmers about seeds, fertilizer and pesticides.

If any farmer taken some products on borrow account so I update it on FarMart app and farmer receive message for his borrow money. When my shop close for any reason I can inform to farmers. I inform to

I had to click one to send the message to the farmers. And also very easy Transaction FarMart App. Now it has become very easy for us to contact the farmers. I will give FarMart a 10 rating.