



Saurabh Agarwal,  
*director*

# Agriculture, the wisest pursuit

Growit (i) Pvt Ltd believes in empowering farmers for food security.  
Their aim is to one day see India as the 'Food Bowl of the World'



**F**arming, for farmers and their families, is more than working on a piece of land and growing crops. For them, it's a heritage for themselves, family, and future. But gone are the days when farming was all about doing everything with one's own hands. Since almost a decade now, various innovations and farming products have come into the market which are making the lives of the farmers much easier. Hence, one such company is GROWiT.

## THEIR INCEPTION

GROWiT was launched in 2019 by Saurabh Agarwal and Akshay Agarwal with the mission to manufacture advanced, innovative, and protective farming products to ensure optimum quality and yield for Indian farmers. The Surat-based agritech is India's first D2F protective farming brand and a manufacturer and distributor of protective farming inputs such as mulch film, shade nets, crop/fruit



covers, grow bags, weed mat, crop support net, agri wires and threads, vermi beds, etc. India's leading agritech brand was founded with the vision to transform the landscape of protective farming in India. With its cutting-edge farming goods, ideas, and tactics, the brand is upending the Indian protective farming sector. GROWiT provides farmers with premium mulch, which can increase crop productivity and quality by 40 to 100 per cent, depending on the crop.

For the Indian agricultural and farming sector, GROWiT guarantees top-quality yield and high output while reducing its carbon footprint. The platform engages in process-focused research and development for the production and creation of protective farming products. The hub-and-spoke distribution mechanism used by GROWiT, along with its distinctive franchise model, has led to its phenomenal success.

## INDUSTRIAL GROWTH OF GUJARAT

GROWiT is delighted to announce that Gujarat has shown a tremendous industrial growth in recent times. Gujarat now boasts the second-highest concentration of manufacturers in India, right after Tamil Nadu. The state has 28,479 factories that employ more than 16 lakh people. Gujarat has received a total of USD 51.19 billion in FDI (Foreign Direct Investment) from investment between August 2003 and 2022. At present, the state is progressing on the path of development due to 'Double Engine Government'. As a result, Gujarat has become India's most industrialised state and was leading the country with an industrial production of 18.4 per cent for 2019-2020. If we look at the projects being implemented in Gujarat, there were a total of 1556 projects implemented from 2014 to 2022. This is 25 per cent of the total projects in India (6247).

## VISION & MISSION

GROWiT was launched with the vision to transform a protective farming ecosystem in India, drastically. Their mission is to manufacture and distribute advanced and innovative protective farming products to ensure optimum quality and yield for Indian farmers. At present, GROWiT is the only company in India that provides a buyback of protective farming products after the harvest is completed by the farmers. This enables the brand to work more sustainably by recycling these products and not polluting the environment. Along with this, GROWiT provides a complete guarantee and warranty on its products to last as per the crop's life cycle. One of India's reputed protective farming brands, it is the only company with this model in the protective farming space now. India is amongst the largest producers of fruits and vegetables in the world and because of that, agritech industry in the country has immense potential to thrive. Currently, the total market size of the protective farming industry is more than \$6 billion and GROWiT is aiming to generate a revenue worth \$0.6 billion by 2030.

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## POST-PANDEMIC IMPACT

GROWiT is pleased to share that the agriculture industry in India has demonstrated an upward trend in the post-pandemic times and ultimately, the company has progressed a lot too in the past two years. The agritech brand serves 15,000+ farmers via approximately 225+ franchise stores with its primary focus on increased crop yield, climate-smart agriculture, farmer empowerment, and enhanced agricultural productivity. A report by EY (Ernst & Young) states that the Indian agritech market has the potential to reach \$24 billion by 2025. This prediction indicates a remarkable growth expected in the agritech ecosystem of India. The protective farming brand also plans to open 500 franchise stores by the end of the current fiscal year and more than 2,000 franchise stores by the end of 2025. Furthermore, GROWiT is in talks with investors to raise another round of funds to further help it expand its national and global presence.

## STAYING AHEAD OF THE CURVE

A diligent strategy with profound knowledge of the agricultural industry makes GROWiT stay ahead of the curve. With Akshay, the brand's co-founder, being a plastic engineer in the company, provides an advantage in the industry. GROWiT India has a team of experts with a rich knowledge base in polymer processing and agronomy. They ensure that their consumers get cost-effective, creative, and indigenous solutions that meet regional demands. In other words, GROWiT's multidisciplinary





## SUCCESS MANTRA

*GROWiT's passion to transform, enhance, and elevate the protective farming landscape in India accompanied by their diligent planning, strong research, and effective execution of plans is the secret behind success of this agritech brand*

team of experts uses agriculture sciences and polymer technology to develop an ideal solution to meet local demands while maintaining environmental sustainability. It gives us a unique advantage over our peers.

## CHALLENGES

Though GROWiT has witnessed commendable growth ever since its inception as a protective farming brand, there are some challenges that they have faced in recent times. Some of the major challenges are natural calamities like drought, floods etc.; the decline in market prices; pest or disease outbreaks; lack of transport; difficulty accessing finance; rising input prices; lack of awareness among the farmers; et al.

## FUTURE INNOVATIONS

The primary technology or products GROWiT offers at present include mulch film, crop cover, shade net, agri wire, vermi bed, weed mat, grow bag, insect nets and other accessories needed for protective farming. They have also developed the GROWiT app that helps farmers learn about the concept of 'protective farming' and how to use their products for maximum efficiency for different crops.

GROWiT is always working on improving its products and farming practices to minimise the effects of unpredictable weather as a result of the current environmental crisis. For now, their focus is on horticulture crops only. However, they are gradually shifting towards other cash crops like cotton to help farmers increase their per-acre output. GROWiT has its farm, which is the



company's active research facility, where it keeps researching about different products on various crops. This always helps them to be ahead in competition. GROWiT is looking forward to launching innovative technologies that may elevate the agricultural ecosystem in the country.

## A BREAKTHROUGH MOMENT

GROWiT has recently announced the launch of India's first protective farming eCommerce portal. They







strongly believe that this will be a milestone in the nation's agriculture ecosystem. The portal is aimed at spreading awareness amongst the farmer fraternity in India. GROWiT's eCommerce portal will significantly assist the farmers in the adoption of protective farming and its utilisation to increase the crop yield which subsequently will increase their income. They consider the launch of the eCommerce portal as a breakthrough moment which will drastically transform the commercial landscape of protective farming in India.

## FAMILY SUPPORT

Saurabh's affectionate family has played a vital role in the inception and success of GROWiT. His mother, wife, two kids, and brother's family—all have been very supportive to him and Akshay in building this company. Even though the duo travels extensively for business, they ensure to spend quality time with their family which helps them stay focused in their work. So, both Saurabh and Akshay agree that family's support and understanding is extremely instrumental.

## IN A NUTSHELL

Saurabh concludes, "Attitude is the most important skill that every entrepreneur must have to succeed in a specific industry. The road to entrepreneurial success is paved with ups and downs. There are highs from accomplishments and lows from failures. A successful entrepreneur needs to have the ability to concentrate to maintain their course when things get challenging. Irrespective of the struggles a business tycoon may go through, he/she should possess the attitude and focus on necessary things to keep a keen eye on the end goal in order to be a successful entrepreneur."

