

ABOUT US

Labour scarcity and rising labour wages are emerging challenges that directly impact the yield and product quality of Indian farms. Mechanisation is inevitable but the mid size farmers find it unviable to invest in large machinery, operating expertise and maintenance as they require the equipment only for a few weeks every year.

Oxen strives to address this challenge by bringing the right technology, through superstar operators, on a pay per use model to the Indian farmer. Extraordinary commitment by extraordinary people for a long time - that is what defines our initiative.



Deepak Singh

Experience in mobile app design and development, agriculture innovations, multiple start-ups, Kalam Foundation, IITB Design Postgrad



Martin Bang-Christensen

Experience in cotton mechanization, production systems, supply chain management, Industrial Engineer from TU Berlin/ TU Darmstadt



Satyajit Wandhekar

Experience in farming operations, ag supply chain management, exports and modern retail, Agri post grad and Symbiosis MBA

OXEN FARM SOLUTIONS

From oxpower to horsepower



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NEW DIMENSION OF AGRICULTURAL SERVICES - FOR A BETTER TOMORROW.

OXEN'S MODEL

Oxen Farm Solutions provides agricultural services such as land preparation, sowing, harvesting, spraying, weeding and pruning to farmers on a 'Pay Per Use' model throughout the year.

Farmers get reliable and affordable access to state of the art machinery with well-trained operators and don't have to worry about risks and investments in large equipment.

BACKGROUND

The real estate boom and rural employment schemes have resulted in a mass exodus of agricultural labour from Indian farms. Majority of farmers find it difficult to invest into high cost machines due to small landholding, capital constraints and limited number of usage days in the year. On the other hand, farm machinery companies find it challenging to accelerate sales since the specific segment - farmers who have the access to capital and need the machine for long duration every year - is only a small percentage of the 120 million cultivators.

While certain parts of India and specific operations in the production chain have seen the first wave of mechanisation, rising labour wages and scarcity pave the way for the next one. Oxen strives to ride this wave with the key protagonist, the Indian farmer.

CROPS

Starting with Rice, Maize, Soybean and Forage crops in the coming Kharif season, we plan to expand to Wheat, Potato and Cotton in the next Rabi season. Land Preparation, Sowing, Harvesting and Spraying are the key services provided by Oxen given the short time windows, high precision requirement and robust technology available from global companies.

GO-TO-MARKET STRATEGY



MODERN

WhatsApp, SMS Marketing and Third Party App push notifications are today gaining popularity thanks to the mobile revolution in India.



TRADITIONAL

Majority of farmers can be easily reached through TV, Radio and newspapers.



DEALER NETWORK

Oxen will seek support from partners' dealer networks to gain access to their customer base and potential future target segment. Oxen will also target other important stakeholders such as agri inputs suppliers, NGOs and local organizations.



GEOGRAPHIES

In its first phase, Maharashtra, Gujarat, Madhya Pradesh, Uttar Pradesh and Chhattisgarh will be the focus states. Further expansion to other states will follow partnerships forged with the private sector, local partners and the government.

VALUE FOR MANUFACTURERS

Farmers will see the on-the-ground performance of world class technology, instilling not only confidence in the machines itself but also demonstrating a justified ROI. Companies demonstration costs will be converted to rental earnings and dealers will get that phone call they have been long waiting for. Oxen will be a reliable and technically capable partner on the ground.



VALUE FOR FARMERS

Sowing, harvesting and spraying are time sensitive operations and a critical determinant of whether farmers will make or lose money in the coming season. Instead of worrying about labour management or investing, operating and maintaining machines, farmers can focus on access to best inputs and market linkages. Farmers can make use of our services when they want, where they want and at competitive prices.