

AgriTech startup AgriApp Raises INR 1 Crore in pre-seed funding

The funds will be deployed to activate multiple value-added revenue streams and scale the operations

Bengaluru, Karnataka Mar 8, 2023 ([IssueWire.com](https://www.issuewire.com)) - AgriApp today announced that it has raised pre-seed funding of Rs. 1 crore led by early stage angel group [Mintosh Advisory](#), in the form of equity.

Launched in 2016 by Chairman & Managing Director of [Cryagen](#) Agri And Biotech, Dr. Basu Girenavar, AgriApp Technologies was one of the early AgriTech startups in India. [AgriApp](#) Android version has crossed 2.3 million downloads, with customers spread all over India. The company's unique business model centers around precision agriculture advisory by qualified agronomists to enhance yield, full-stack agritech platform to streamline end-to-end agri value chain and delivery efficiency, uberization of agri services for more inclusive growth, and embedded financial products delivered with speed and convenience.

"We have been a research driven organization. For the past 6 years, our focus has been to add value to our farmers with advisory and technology, and to establish product-market fit. With a proven model, we are now on our way to activating multiple value-adding revenue streams. We will utilize the funds to acquire talent and scale the operations," said Sridhar Gampala, co-founder and COO, AgriApp.

"We are thrilled to partner with AgriApp as they begin to scale the business model. The team brings the right mix of science, technology and commerce to service the growing demand for precision agriculture, both in India and global markets," said Shailendra Mruthyunjayappa, lead investor, Mintosh Advisory.

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