

### SON OF THE SOIL



**Amit Aggarwal, 28**

**Co-founder, StarAgri Warehousing and Collateral management that provides end to end logistics solutions to farmers.**

**Seed capital-Rs 5 lakh.**

**Expected turnover-Rs 3.86 crore**

From 'seed till crush-post harvest management' is what they would like to bring to the agri market. When Amit Aggarwal came to Delhi, it was the first time he was coming to a big city. He was 17 and had enrolled in tutorials for CAT.

He landed at a lesser known B-School in Bombay, joined Reliance Infocomm and then quit after six months to set up his own enterprise in the underexplored but opportunity rich agri sector that was indulged in every way by the government but was still seen as a "non-glamorous" and "thin-margin" sector. Plus, the IIM-A 'types' were never really keen on working in small towns or villages.

Teaming up with four others who shared his dream, Amit started off with Rs 5 lakh followed by another Rs 5 crore collected from friends and family. Today they are a Rs 100 crore outfit having generated a profit of Rs 60,000 in year one, Rs 2.86 crore in year two.

They provide services right from procurement to logistics for both farmers and bulk buyers with lease based warehousing capacity of 2 lakh tonnes, 117 cold storages and have practically put the money lender out of business by providing almost Rs 2,000 crore as farmer credit at a cheap 11 per cent interest. This, they say, is the real high. They have established six star labs that give quality certificates to producers.

What next? With a land bank of 50 hectares, they plan on setting up agricultural marketing yards where farmers and buyers can come together without any intermediaries. Tips-you don't need paisa but passion to run a business. Dream but also execute because you can't hire consultants for everything.