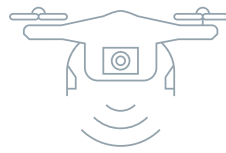


ITC INFOTECH

DIGITAL FARMING SOLUTION

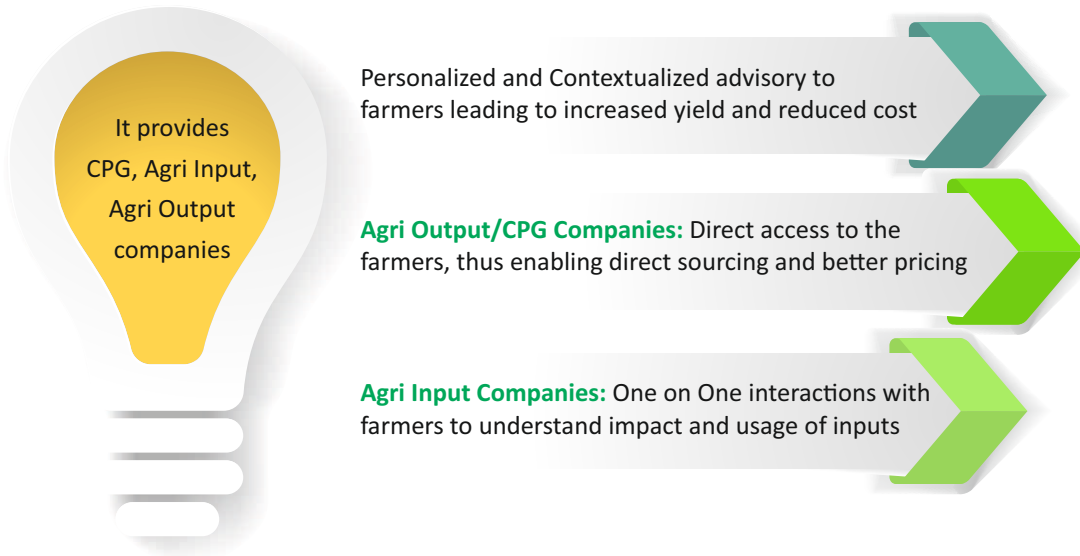


Digital Farmer Engagement Platforms can help Agribusinesses connect with farmers to enable them to enhance yields and incomes in a sustainable manner. Such platform facilitates to reach farmers individually to provide personalized, contextualized information and crop advisory. It enables small farmers connect with host of service providers digitally. With access to digital engagement platforms, small farmers become smart. They can take advantage of precision farming tools.

ITC Infotech Digital Farming Solution comprises of a mobile interface for farmers, Field Assistants/Agronomists, web admin console for system admins, managers, cloud-based platform to configure the mobile and web interfaces. It has been designed keeping the farmer at the center, and aid the farmer in improving his profitability and competitiveness in a sustainable manner.



Business Benefits



Key Modules

Farmer Profile:
Capture Farmer Details



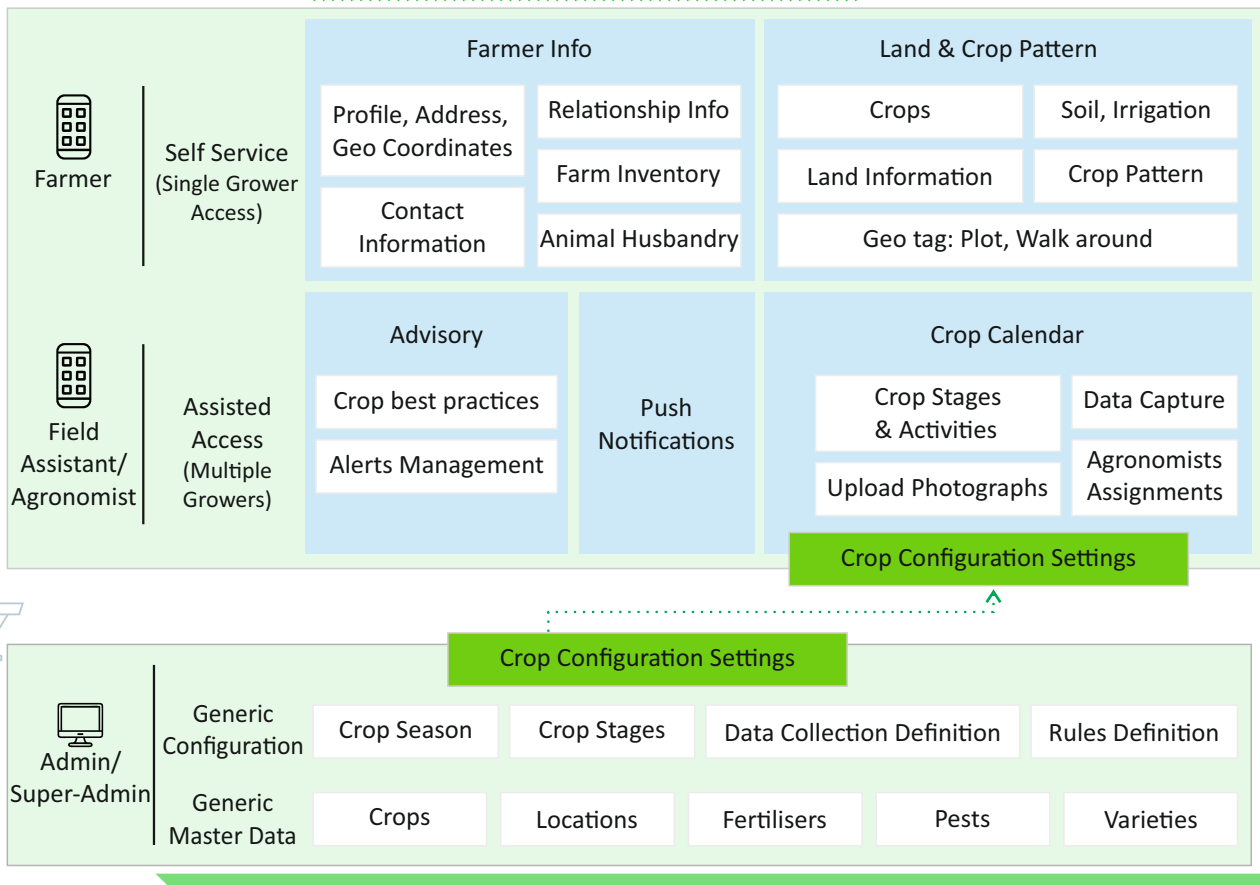
Crop Advisory: Providing agriculture best practices and support in managing farming activities

Crop Monitoring: Comprehensive tracking of crop progress by capturing information about different crop stages and activities

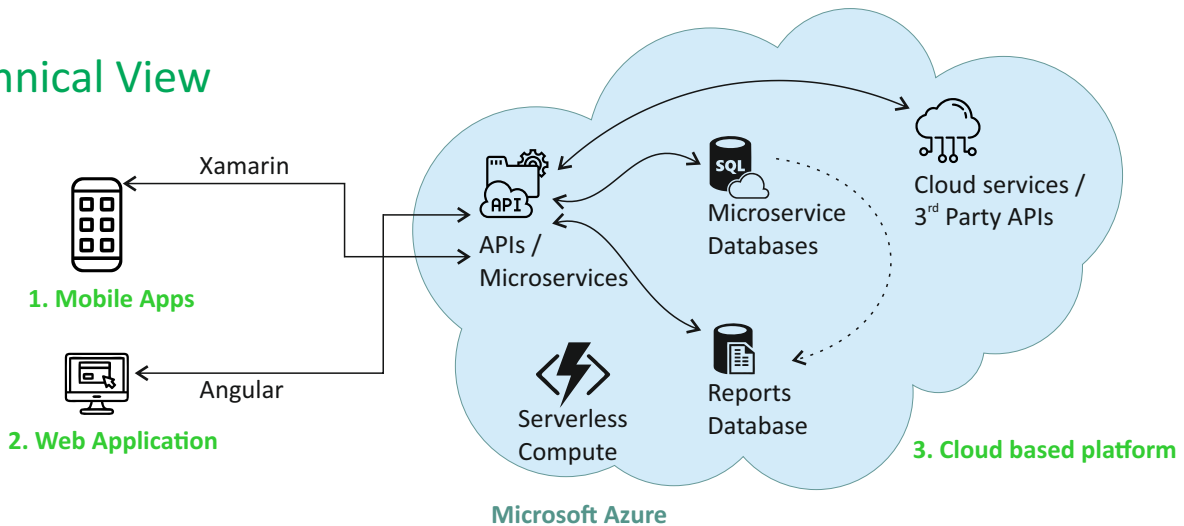




Functional View



Technical View



1. Mobile App

Built using Xamarin - an open source mobile UI framework for cross platform apps with .NET from shared codebase

2. Web Application

Accessed by backend teams for configuring master data, setting up Crop configurations, user management, built using Angular & Web API

3. Cloud based platform

Built on Microsoft Azure leveraging core capabilities such as Serverless Compute, Blob Storage, Azure SQL DB, ability to scale compute & storage instantly



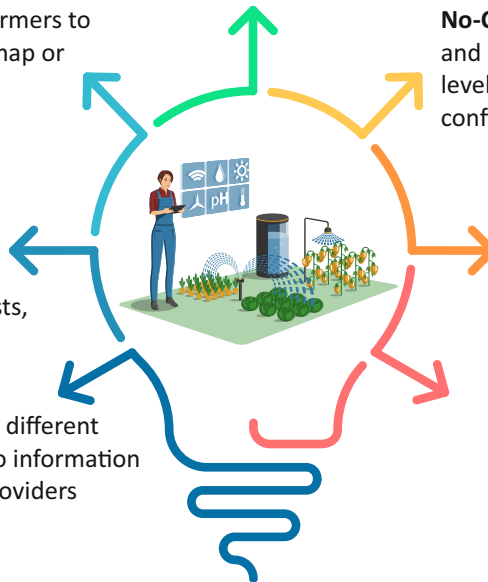
Key Solution Features

Easy Connect to Applications with built-in support for multiple apps leveraging the grower, field, and other data, as well as linking other apps on the platform

Geo-location Integration equips farmers to map their land by plotting on the map or simply walking along their farmland boundary

Intuitive User Interface delivers easy navigation and interaction for different user groups including farmers, agronomists, horticulturists, and crop development managers

Multilingual Support to farmers in different regions, facilitating easier access to information and interaction with the service providers



No-Code Configuration allows easy addition and update of data forms at grower and field level, as well as data elements creation and configuration for crop stage monitoring

Self Service Capabilities to empower farmers to interact with the platform independently after initial handholding by Field Assistants/Agronomists

Image Capture and Notes to simplify interaction with experts on crop growth, infections, and issue-specific advice

Impact Created

- ITC Infotech Digital Farming solution powers e-Choupal 4.0 initiative of ITC Limited
- Has registered farmer base of 100000+
- Monitors crop progress in Chilli, Tobacco, Cumin, Sugarcane
- Farmers participating in the Integrated Chilli Crop Development Program achieved improved productivity of 12.8% and 31.1% in net returns



ITC Infotech

- 20+ years of experience in building Agri-Tech solutions leveraging 100+ years of experience in agriculture business of ITC Limited
- Technical team with deep understanding of agriculture and farmers
- Delivered multiple agri solutions for large corporations
- Technology partner of ITC for implementation of ITC e-Choupal programme for the last 20 years
- Integral Part of Business IT Transformations of ITC Agri Businesses

About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry-specific alliances, and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a wholly-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a leading multi-business conglomerate. For more information, please visit: www.itcinfotech.com