



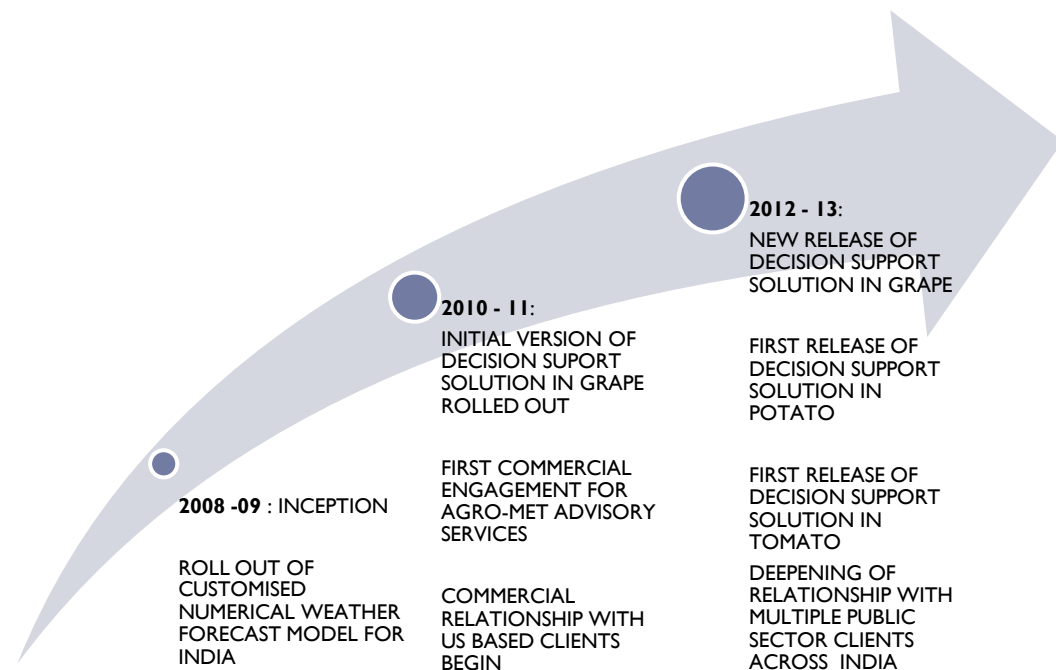
ExpressWeather™ – An Introduction

We are a social enterprise providing bespoke weather solutions for the agricultural sector.

Our aim is to build a transformative ecosystem in agriculture that could deliver improved financial outcomes to the most vulnerable stakeholders at the bottom of the pyramid

We aim to:

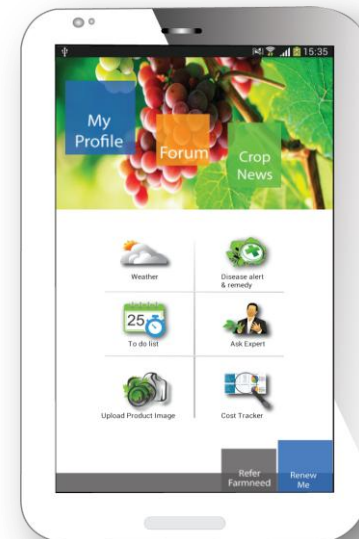
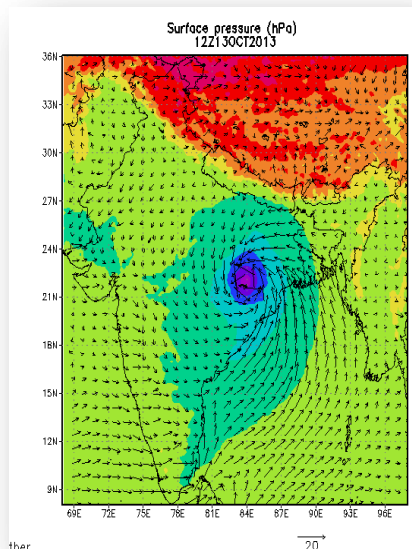
- Develop robust meteorological capability of stakeholders in the food and agricultural value chain by implementing appropriate meteorological infrastructure and data management practices to help manage and mitigate weather related shocks
- Empower farmers to mitigate risks in production by offering ultra high-resolution, sector specific, bespoke weather information and ancillary value added services
- Leverage meteorological expertise and crop-science to develop and disseminate interactive, ICT based agro-meteorological advisories, that will allow stakeholders across the value chain to realise better commercial results



Capabilities & Offerings



Providing an integrated suite of services and solutions to farmers to effectively address the severe effects of weather-related shocks in agriculture



I. Weather Infrastructure Services

- State of art weather infrastructure (Automated Weather Stations, Agromet Stations) implementation and data management best practices

II. Weather Forecasting Services

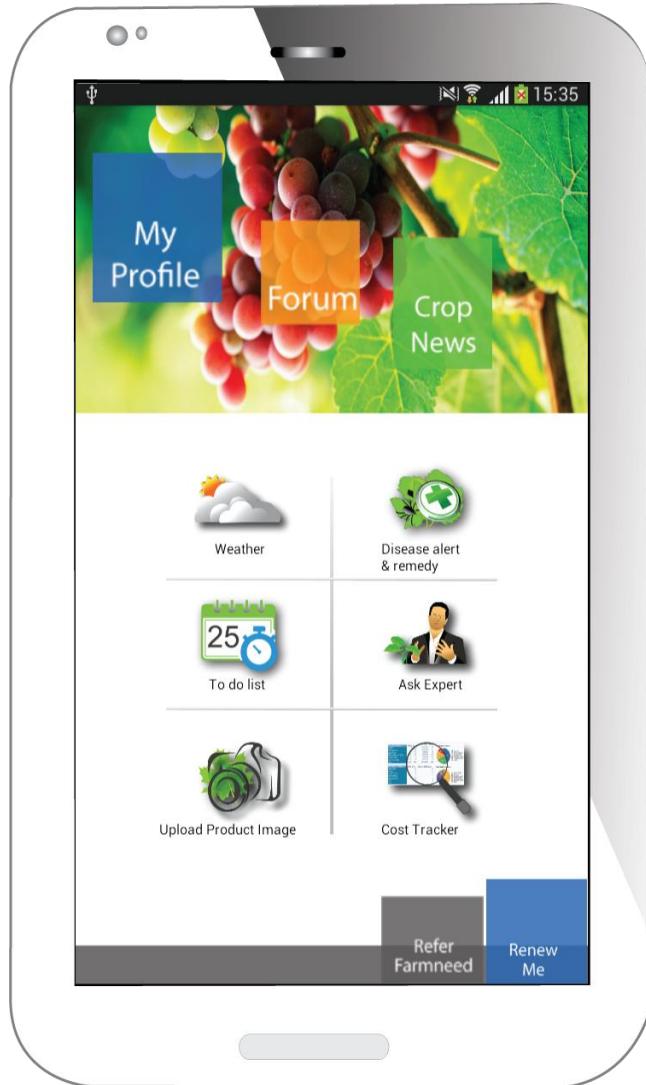
- Ultra high resolution forecasts over small areas delivered over multiple bespoke channels
- GIS integration capability
- Severe weather alerts

III. Decision Support Solution (Farmneed™)

- Interactive decision support integrating crop science with weather
- Crop planning, crop management and crop protection advisories over mobile-based platforms

Farmneed™ – a true value offering for the Indian farmers

An innovative, proprietary, mobile-based application to effectively manage and mitigate weather related risks throughout life-cycle phases of a crop



Crop Management

- Minimises weather-borne incidence risks of diseases
- Ensures higher quality yield through low input usage
- Near real-time remediation of crop related issues/concerns through Advisory-On Demand

Crop Protection

- Mitigates adverse weather related production shocks
- Mitigates post-harvest losses, especially for perishable crops

Improved Farm Practices

- Promotes need-based application of pesticides
- Lowers input costs & environmental contamination
- Slows growth of pesticide resistance in crops
- Promotes efficient water usage through Irrigation Scheduling advisory
- Promotes overall sustainable agricultural practices

Client Portfolio & Credentials



Public Sector

- Maharashtra State Government
- West Bengal Government
- Mizoram State Government



Institutional Bodies

- Indian Institute of Management ,Bangalore
- MS Swaminathan Foundation
- Assam Agriculture University
- Tea Board of India



Corporates

- Pepsico
- Bayer Crop Science
- Syngenta
- Privi Life Science



Best ICT Company in Agri Sector (SME Category), 2012

**National
Skill
Foundation
of India**

Innovation in Weather Forecasting for farmers, 2012

**National
Skill
Foundation
of India**

Development of advanced technology in weather forecasting, 2012

ExpressWeather™: Exploring opportunities across the value chain

Direct and indirect investments from US firms could provide the much needed boost to the fledgling Indian commercial meteorology market and enable it to realise its growth potential

Value Chain Areas

Data Collection/ Capture

Data Processing / Analytics

Outreach

Opportunities

- Investment in capacity/capability build-up to collect/capture micro-climatic data from the length and breadth of the country, as per the requirements of the public-sector/ corporate clients in the economy, effectively addressing
 - Data deficiency/quality issues in current data and lack of historical data
 - Knowledge/best practice sharing around prioritisation of investment and strategic considerations in the commercial meteorology space
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- Knowledge partnerships enabling the latest/most-advanced forecasting models and data processing tools into India to cater to the demands of different sectors
 - Leverage data analytics to design and roll out of commercial meteorology products and services
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- Technology partnerships to enable effective dissemination of weather data and alerts to the end-user community (especially in particular sectors like Agriculture, Travel & Tourism etc.), ensuring
 - Low-cost outreach
 - Cover against total information asymmetry



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