

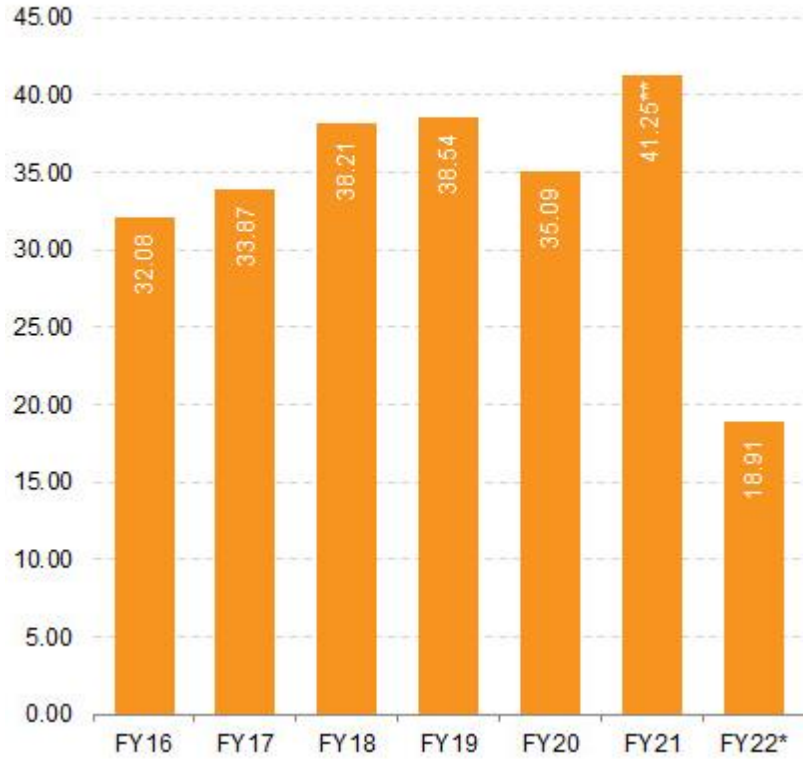
FACTS ABOUT THE INDIAN AGRICULTURE AND SEEDS SECTOR

- ▶ The seed industry in India has reached US\$ 7.0 Billion in 2023.
- ▶ The Agriculture in India Market size is estimated at USD 372.94 billion in 2024 and is expected to reach USD 473.72 billion by 2029, growing at a CAGR of 4.90% during the forecast period (2024-2029).
- ▶ The agriculture sector is the primary livelihood source for about 58% of India's population.
- ▶ The IMARC Group expects the market to reach US\$ 18.3 Billion by 2032, exhibiting a growth rate (CAGR) of 10.9% during 2024-2032.



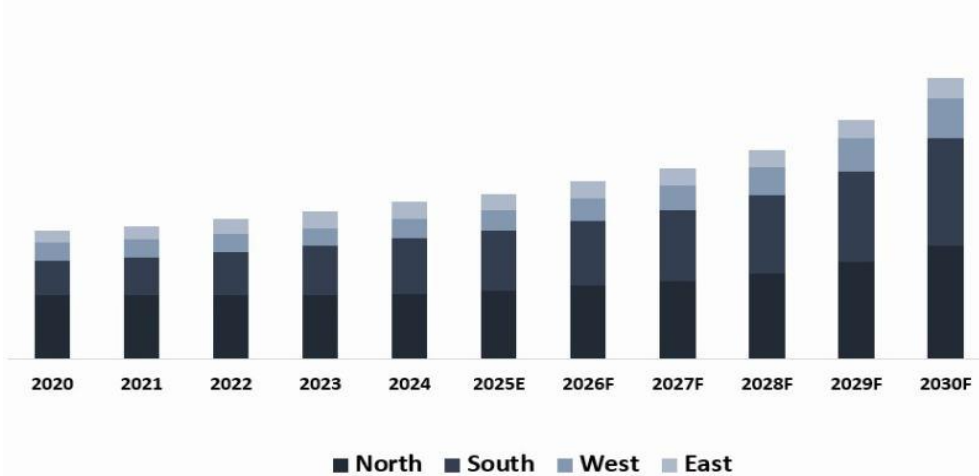
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Agricultural Exports from India (US\$ billion)



India Seed Market

India Seed Market Size, By Region, By Value, 2020-2030F



An established seed production and distribution company was stuck with stagnant to declining revenues and high amount of unpredictability in their revenues

Their Requirements

How do we bring in some discipline in the way the team works?



How do we better our sales plan?



How do we know the team members and their productivity?



How can we remove dependence on certain Distributors and expand into new districts?



How can we be objective in the measuring their productivity considering a skew in sales from certain districts traditionally?



Redefining and documenting the entire sales process from Order to cash - including supplies, logistics and collection.

The company achieved a revamp of their sales and delivery team ways of work to increase productivity and accountability!

Our Solutions

Daily, weekly, monthly ways of work – reports, meetings, review methodology



Market research of District-wise potential in existing markets



Man power dimensioning-roles and responsibilities

Channel expansion-identifying, profiling, evaluation, sizing, onboarding



Automation tool to measure and record activities to record productivity and single data source



Extensive 1-to-1s with team members and good channel partners as well as distributors who had stopped doing business with the company

Had a 22% higher revenue booking despite a Covid year.

How Did 10XG Help Them?

- ▶ We developed a cost-effective and result-oriented marketing strategy that promoted their brand's outreach and boosted their sales.
- ▶ Our goal-focused sales strategy assisted them in generating sales and achieving their revenue target.
- ▶ We helped them in hiring the right candidates to form an efficient sales team that will bring in the desired business growth.
- ▶ We implement tools and systems that streamlined the overall efficiency of their operations.



Client Testimonial

Ravi Mukundan and his team's impact on our company during our collaboration extended far beyond traditional sales and marketing consultation.

Ravi's expertise was instrumental in tech-enabling our sales process. He helped us implement tools and systems that streamlined goal setting, follow-up, and overall efficiency. His guidance also proved invaluable in recruiting a high-performing sales team. His keen understanding of the market landscape allowed him to identify ideal candidates who could hit the ground running.

I highly recommend Ravi Mukundan and 10XG team to any company seeking a strategic sales and marketing partner who can deliver transformative results.

- Radhika, Team Messina Beej