

INI FARMS

DEVELOPMENT OF POMEGRANATE FARMING CASE



After 18 months of extensive study, **Inl Consulting** (INI) identified and developed a Pomegranate farming & export case in Maharashtra. Developed as a separate company called **Inl Farms** and being incubated by INI, it is currently in the process of closing first round of funding with some prominent PE Firms already buying stake. With the aim of creating **more than 1000 acres** of world class pomegranate farms, implementation on ground is currently underway.

The project would involve **raising the productivity to 2X of current average levels** and **increase the export quality** fruit from **40%** to over **70%** of total production. These would be achieved through use of modern farming and post-harvest technologies. Working on various aspects of farming like *variety selection, disease control, agro inputs management, irrigation management, automation, ICT* - **Inl Farms** has the vision to create an epitome of world class farming in India.

The business is also planned to be **socially and environmentally conscious**. Over **50% of the jobs created** shall be filled from local community. The company plans to be **“water-positive”**. This implies that ground water level shall be maintained by providing more water through rain-water harvesting than used by the production initiative. Also, stringent procedures to use **only safe chemicals and pesticides** shall be followed to avoid any environmental degradation.