



WHY IMPACT INVESTING MATTERS!

November 2019

Strictly Private and Confidential

**We exist to bridge the opportunity gap for
the emerging 3 billion**

We do this by emboldening entrepreneurs or becoming one

We chase large problems ***worth solving***

What's a problem ***worth solving?***

It affects every one, and not just a privileged few

It takes more than mere capital to solve

It has solutions that creates a paradigm shift

18y

Of creating the
impact
ecosystem

5500

People
directly
employed

105 m

Beneficiaries
55% are women



What is Impact Investing?

How have most startups emerged? (1/2)



Can't find a cab!



Where do I find a budget hotel to stay?



How do I book a seat in a bus?



How do I build solutions for businesses around me?



Can I bring a successful business model from abroad to India?



Guess Who?

How have most startups emerged? (2/2)

How do I make this more efficient?



Who will finance his home repair?



How do I make him rich?



Can I give them a market?



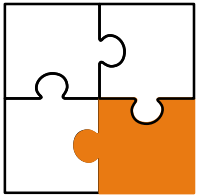
Guess Who?



Solving a complex social problem



Unrelated to entrepreneur's set of personal problems or his/her immediate environment



Requiring innovative solutions/ hacks to deal with unique Indian environment

NEPRA – India's Leading Waste Management Company

The
Aavishkaar
Group



India generates over 65 million MT of waste per annum; Will grow by 100% by 2025!

2010: Nepra started as a dry waste management firm

NEPRA – India's Leading Waste Management Company

The
Aavishkaar
Group



2013: Seed funded by
Aavishkaar Capital

2010: Nepra started

Seeking entrepreneurs who could convert waste to wealth

NEPRA – India's Leading Waste Management Company

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Aavishkaar
Group



May 2013: Nepra lost all that it had

2013: Fire at MRF

2013: Seed funded

2010: Nepra started

NEPRA – India's Leading Waste Management Company

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Group



2013: Rebuilt

2013: Fire at MRF

2013: Seed funded

2010: Nepra started

Dec 2013: Nepra rebuilt...Better than before! With a vision to scale faster

NEPRA – India's Leading Waste Management Company

The
Aavishkaar
Group



Today:

- 500+ MT/day capacity
- 20,000+ MT waste processed
- 2,000+ waste pickers impacted
- Expanding to multiple cities; targeting capacity of >4,000MT/day in 24 months

2013: Rebuilt

2013: Fire at MRF

2013: Seed funded

2010: Nepra started

Nepra's MRF Today – Leveraging Technology & Mechanization for scale

AgroStar (Ulink) started as a manufacturer of organic fertilizer , only to realize the challenges in distribution

2009: Business founded –
mfg of organic fertilizers

Challenges in distribution

2012: Pivoted model; Piloted
direct selling through phone



- Heavily intermediated
- Timely availability of product
- Quality
- Biased product recommendation
- Accessibility for farmer



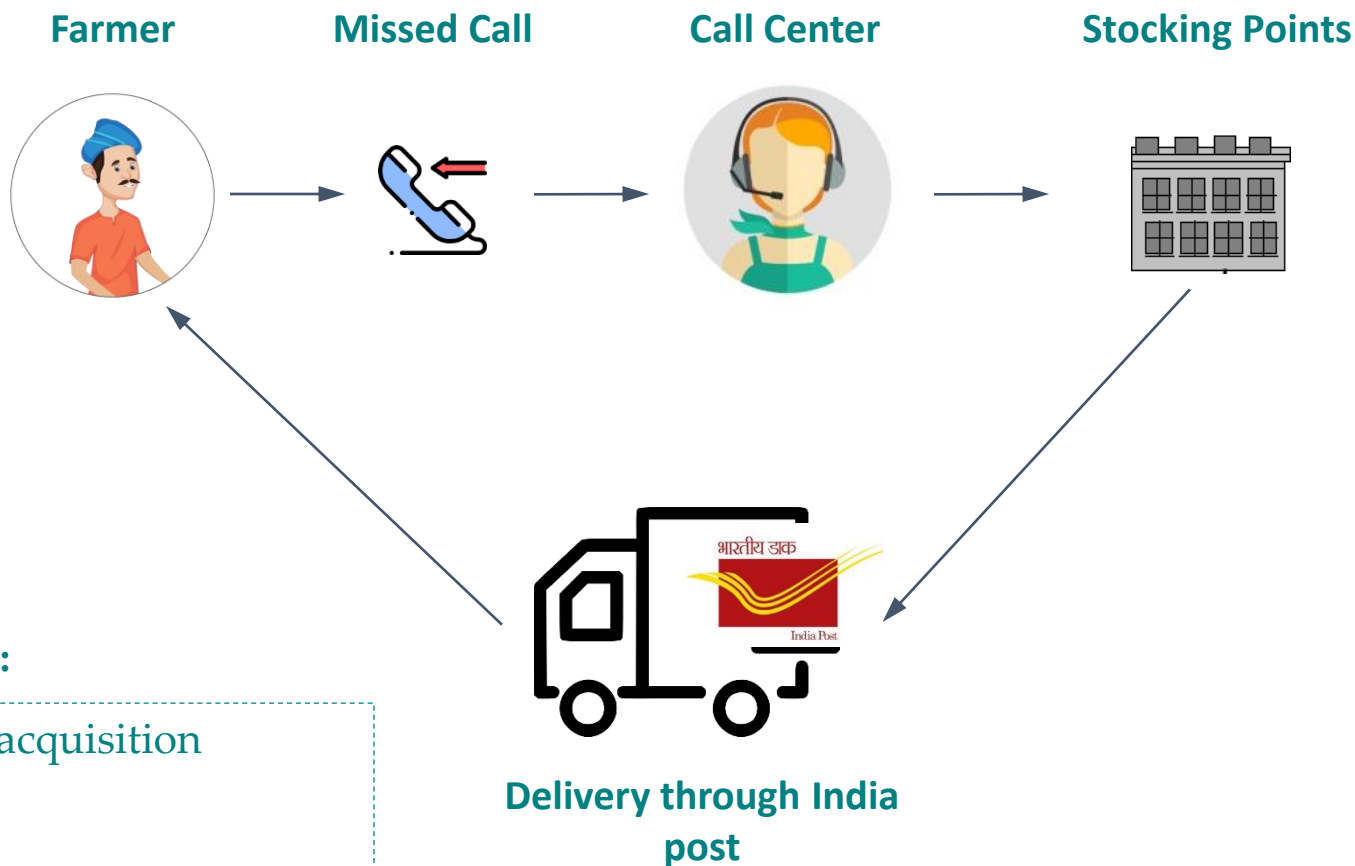
★ ★ ★
AgroStar

1800-3000-0021

Launched its m-commerce operations in Gujarat. Received good traction but challenges continued

2013: Seed funded by
Aavishkaar Capital

2014: Follow-on funding
by Aavishkaar Capital



Challenges to scale:

- High cost of farmer acquisition
- High returns
- Low average order value
- Costly logistics

Building the largest Agri Solutions Platform for the Indian Farmer

The
Aavishkaar
Group



Patel Mahesh Bhai
Gujarat
22 Jul 18, 10:15 PM

agrostar ni gold tritment
rigan ma chamak temaj u
vadharo jova male che.tha

शेजड़ा

5



પ્રોફાઈલ જુઓ



Mhamadbhai
Gujarat
06 Jul 18, 10:28 AM

agrostar cotton I am so happy.
mane agrostar mathi quality biyaran aave aap
Joy sako sav.

કપાસ

4



gopal huse
Akola, Maharashtra
21 Jan 18, 07:14 PM



गोबी कशी काय वाटली माझा मुलगा निखिलेश रा वाडेगाचे ता
बाळापुर

15

પ્રોફાઈલ જુઓ



विलास पाटील
Jalgaon, Jalgaon, Maharashtra
05:07 PM

हि पहा अग्रोस्टार गोल्ड ट्रीटमेंट ची मिरची सितारा गोल्ड 1
झाडावर कमीत कमी 5 किलो मिरची निघत आहे. अनमोल
मार्गदर्शन प्रज्वल सर सत्या मॅडम आणि अग्रोस्टार कंपनीचे खूप
खूप धन्यवाद

एग्रोस्टार डिलिवरी

मिरची

5



પ્રોફાઈલ पाहा

2015-18: Series B & C
from mainstream tech
investors

2014: Follow-on by
Aavishkaar Capital

2013: Seed funded by
Aavishkaar Capital

2012: Piloted direct
selling through phone

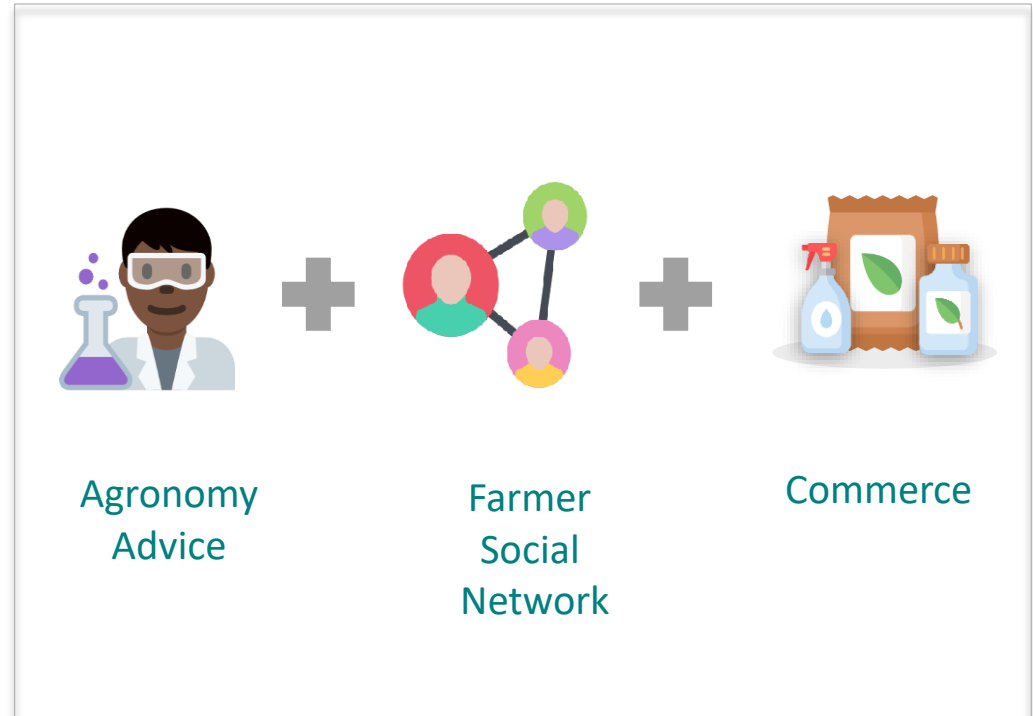
2011: Set up
distribution network

2009: Business
founded



What does it take?

Multiple complexities
Follow an ecosystem approach



What does it take?

Infrastructure challenges
Be ready to build ground up



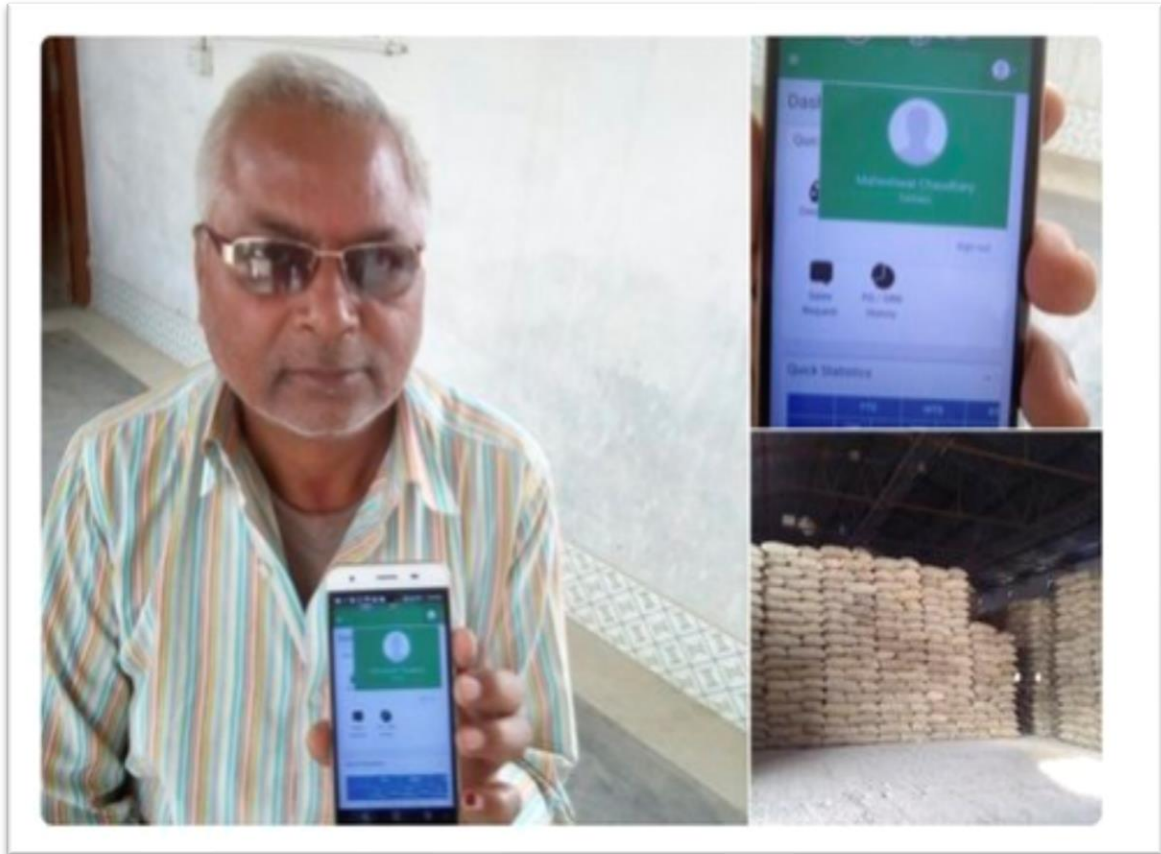
What does it take?

Build your local network



What does it take?

Use technology as an enabler



What does it take?

Focus on scale with sustainability



The rewards will follow through!



*Aavishkaar wins EMPEA's Sustainability and Operational Excellence challenge, 2018 for investment in **Nepa***

Does all Investing create Impact and therefore is impact investing just another form of investing?

How do we measure Impact objectively and consistently?

To whom is the Impact attributable – the investor or the Entrepreneur?

Should investors expect the same risk-return profile for impact investments as they do for pure financial investments? Why is a higher risk premia attached to investing for Impact?

Large pools of Capital including here in Japan are experiencing negative interest rates. Can this capital not be deployed thoughtfully in impact assets to generate a decent return?

Thank You