



Pandemic helps agritechs get bumper funding

Agritech startups raise \$426 million in January-August 2021, a 3x jump from the year-ago period.

By DEBOJYOTI GHOSH, Sep 20, 2021 5 min read

Covid-19 seems to have unleashed the potential of agritech start-ups by making farmers aware about the need for technology as they became more open to innovation and digitisation. Between January and August this year, agritech startups in India raised \$426 million, across 38 deals, over three times more than the same period last year, according to data from analytics firm Tracxn. They had attracted \$127 million in January-August 2020. This includes seed, early and late stage deals.

“India’s agriculture sector has shown resilience in the face of the pandemic. It has piqued investor interest. With singular digital access to farmers, significant reforms and exceptional government support, agritech has empowered rural India by increasing income levels and market penetration and linkages,” says Amit Sinha, Co-founder, Unnati, a fintech-powered agri startup backed by Paytm founder and CEO Vijay Shekhar Sharma and Nabventures, Nabard’s venture capital arm. Sinha, the former COO of Paytm Mall, says agritech will keep attracting investors given its significant potential and need for tech-enabled solutions.

Some of the major agritech deals this year include Jai Kisan, an agri-fintech startup, which has raised \$30 million, AgNext Technologies (\$21 million in Series A round), BharatAgri (\$6.5 million) and Aquaconnect, an aquafarming startup, which has raised \$4 million.

The potential is huge. “As one of the least digitised sectors in the country, agriculture offers a huge untapped market that is projected to grow to \$30-35 billion by 2025. And that’s just a fraction of the