



India's largest online End to End Cotton & Yarn Trading & Fintech E-Commerce Platform

Series A Investor Brief – Sept 2021

Funding Ask: \$18M



Prepared By: -



PSI – The VC/ PE Funding Network
Global Investment Banker for ICS

“Dare to Commit & Care to Serve”



ICS is an Online Trading & Fintech Platform for its Members

- Members include Farmers, Ginners, Fabric Manufacturers, Exporters, FMCG Cos
- ICS Members are conducting their entire business on the ICS Online Platform Including Buying, Selling & Financing their products across the entire cotton & yarn industry value chain

2021 TAM
1 Trillion US Dollars

2021 Global Apparel Market is \$500BN + Global Edible Oils is another \$500BN



Farmers
Grow the cotton crop & sell in bulk to Ginners (Manufacturing Companies)



Cotton Bales

Ginners
Separate Cotton from the Seeds

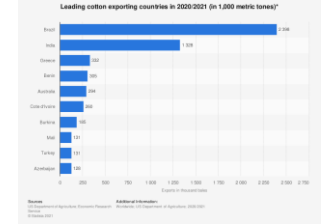


Oil Mills
Crush the cotton Seeds to produce oils



Fabrics

Cotton/ Yarn Fabrics (Grasim, Raymond)
Consumer Apparels (Zara)



Exports
India is the world's 2nd largest cotton exporter



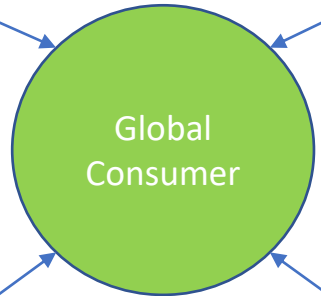
Oil Brands
Consumer Oil Brands For Domestic & Exports



Apparels



OFFLINE



ONLINE



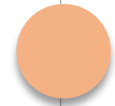
FMCG



Future association with these players

End to End Testing, Grading, Invoicing & Finance from Farmer to the Manufacturer happen on the ICS Platform

Story – How we got here ?



A project which was started by a Textile engineer, who has a vast experience of cotton industry straight from raw cotton to Spinning final product, from establishing spinning mill & HVI cotton testing lab to yarn trading



A project which will work in today's digital world, which will help cotton farmers and other stakeholders to enjoy their potential benefits to fullest

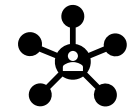


Hence, **Indian Cotton Solutions** is nothing, but a result of innovatory idea shared by 30 years of experience across the 3 Founders. These include Kameswara Rao & his two children Hari & Chandana. The next generation of these young entrepreneurs are the key forces to bringing this idea from conception to solid early stage revenues and operations in 2 states (Andhra Pradesh & Telangana, India)



Concept

Indian cotton solutions is an innovative concept with an **“e-commerce model”** whose aim is to transform the existing traditional business method into an Online Platform where all cotton stake holders could participate in buying and selling of products.



Idea

- **“Indian Cotton Solutions”** addresses all problems related to Indian Cotton Industry from picking of the cotton to finished fabrics & apparels
- ICS is the only company having Patent rights for **“systems and method for integrating cotton farmers with cloth manufacturers”**
- We offer a **wide range of products and services** from raw cotton to yarn and cotton testing to yarn testing straight for & from **farmers to foreign buyers at one platform.**
- **Easy access** to all products and **quick service** to all customers and stakeholders.

PROBLEMS ?

Middleman's profit = Farmer's loss **01**

Ginning & spinning require high working capital. **02**

No ideal online platform for all cotton stakeholders. **03**

Unavailability of Comparison between Minimum & Manufacturing support price and live market rate of cotton & cotton products **04**



SOLUTIONS

01 100% transparency in deal with quality assured and mobile labs tested products.








02 Providing 6 months of credit line to Spinners, Weavers & Importers (Consumers) subjected to terms & conditions

03 One platform for all cotton industry stakeholders, where they can sell & buy product at their finger tips.

04 Products from Kappas to cotton yarn with their MSP prices against live market prices and suggestions for better price realisation selling options

Business Model

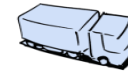


 <p>KEY PARTNERS</p> <ul style="list-style-type: none"> • Cotton Farmers • Cotton Ginners • Cotton Spinners • Weavers • Logistic Partners 	 <p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Innovation • Maximum prize realisation • Cotton testing 	 <p>KEY RESOURCES</p> <ul style="list-style-type: none"> • Patent • Franchises • Mobile testing labs with NABL IEC/ ISO17025:2017 accreditation • Trade Mark Registration 	 <p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> • Through website with 8 different languages • Social Media 	 <p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> • Cotton Ginners • Cotton Spinners • Weavers • Foreign Buyers • Traders • Seed & Waste Buyers • HVI cotton Testing Labs • Yarn Testing Labs • Franchises
 <p>COST STRUCTURE</p> <ul style="list-style-type: none"> • Mobile testing labs • Salaries • Franchises setup • Website management 		 <p>REVENUE STREAMS</p> <ul style="list-style-type: none"> • Registration fees • Cotton testing charges • Service Charge • Interest on FD from banks • Fintech business 		



VALUE PROPOSITIONS

- Transparency in deal
- Flexible payment options
- Quick and high-quality service.



CHANNELS

- [E-Commerce Platform ICS India](#)

Dream – Vision, Mission & Values



Vision

To transform the traditional cotton industry into new online cotton industry within next 3 to 5 years.



Mission

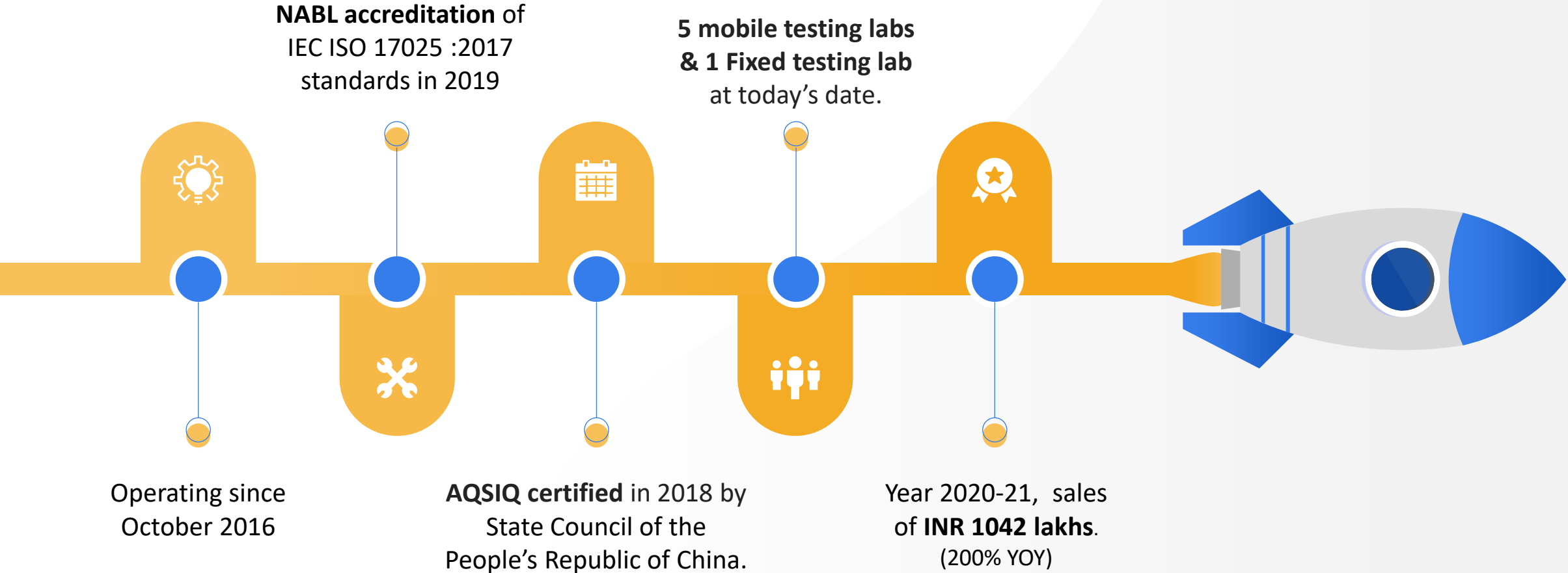
To integrate all cotton stakeholders on one e-commerce platform where they can sell and buy their products electronically on assured payment terms with assured quality reports and to provides after sale services for any complaints raised by customers until an amicable solution is found.



Value

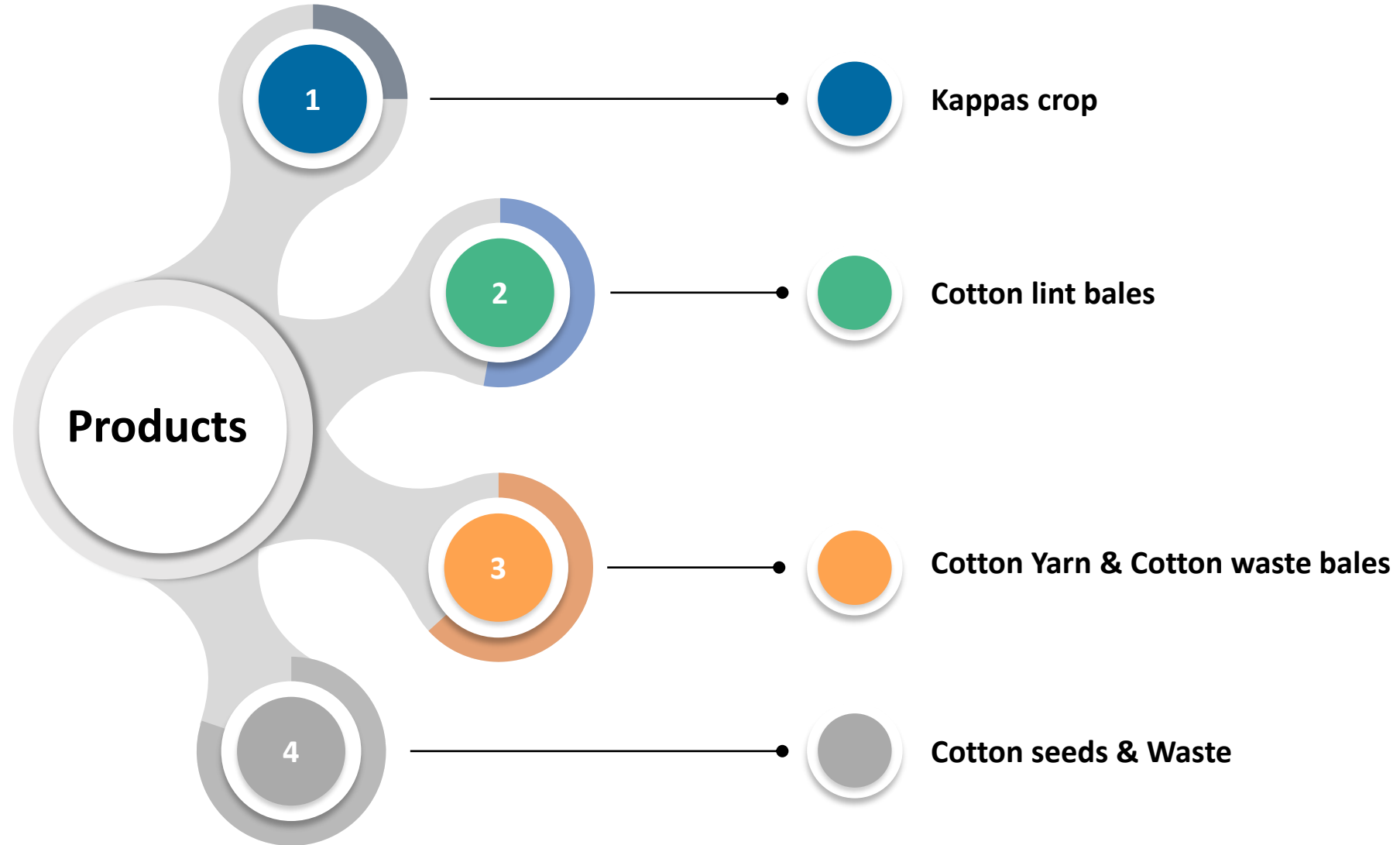
- ✓ **Creative thinking:** we always focus on new methods which facilitates our customers end solutions.
- ✓ **Experience:** we work with experienced people in their respective fields of technical, commercial and expertise.
- ✓ **Responsible:** we always believe customer is first and will do things right to meet our commitments.
- ✓ **Adaptive:** we manage risks and move forward by developing new plans with options.
- ✓ **Collaborative:** we are open to work together to achieve more.

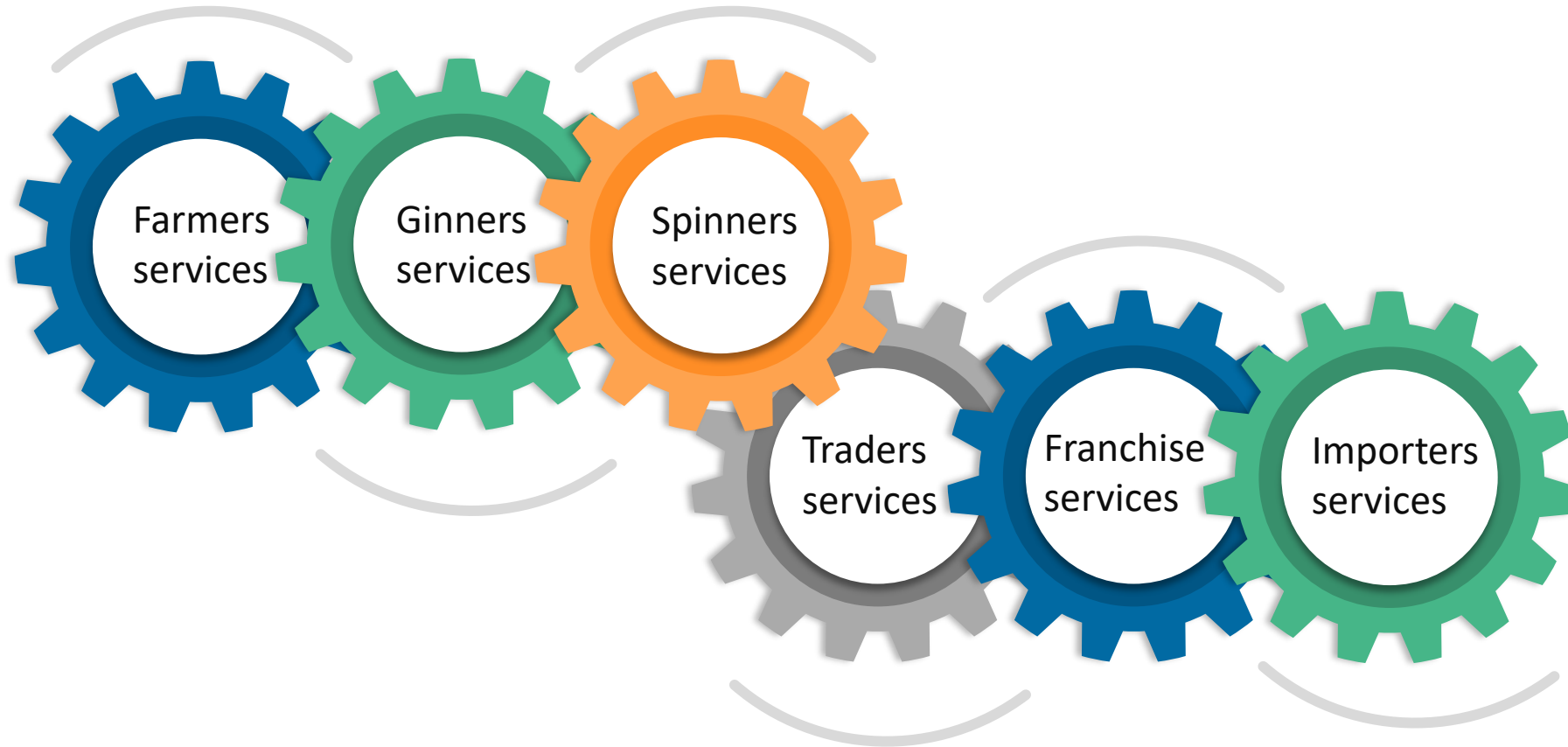
Business Traction



- ❑ Continuous work on updating E-Commerce Portal ICS India to make it **more-user friendly** by a team of highly qualified and experienced developers.
- ❑ Educating every stakeholder of company by uploading demo videos on YouTube about company's products, also sharing them through various **social media apps**.
- ❑ **Continuous innovation** of company based on **feedback** received from **stakeholders**.
- ❑ Company's **software** already **updated** according to the **farmer's bill passed on 20 Sept 2020** from **Parliament (Govt. of India)**







01

Appointment of Presidents and vice presidents for all sections of business (ex- ginner section, spinners section, traders' section, etc.)

In addition, to appoint a team of 15 members who will act as sub-admins to handle daily online trading activities.

02

03

Order machines such as HVI testing machine required for mobile testing labs, which will be used at different testing franchises.





Kameswara Rao Ghanta

CEO

Diploma Textile
Engineering



Hari Kiran Ghanta

Managing Director

BSc Business & Management
London School of Economics Partner

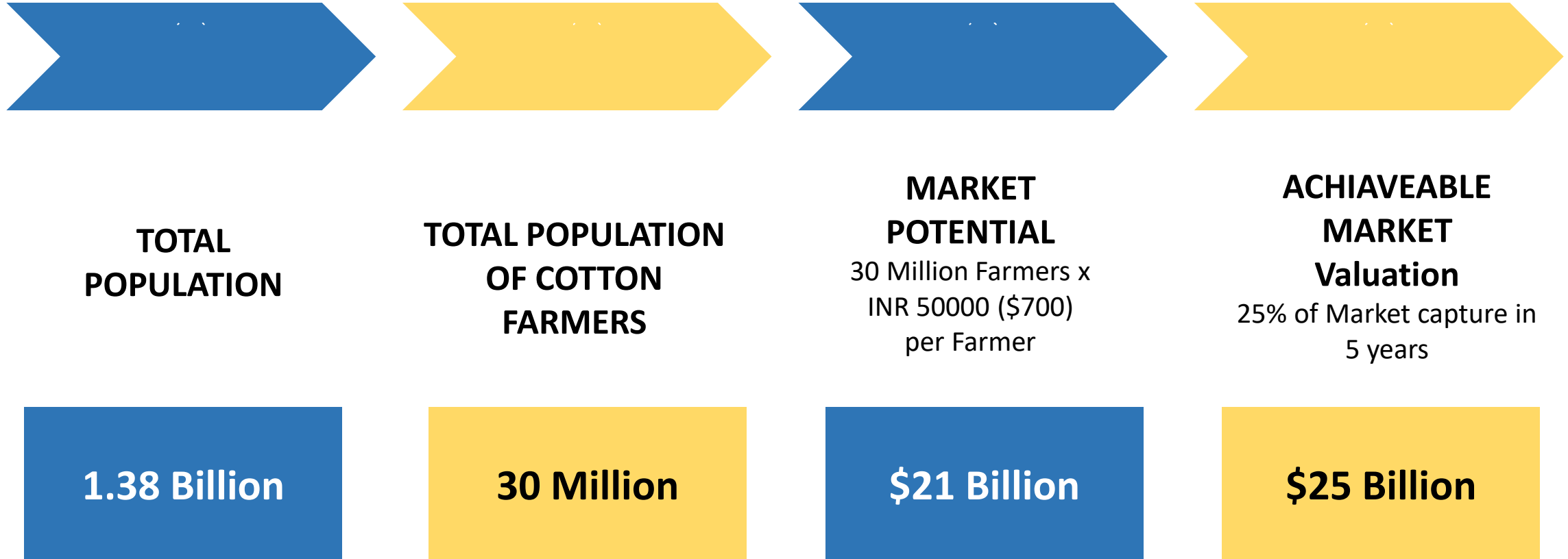


Hari Chandana Ghanta

Director

B Tech Computer Science
SRM University Chennai





Target Market & Target Geography



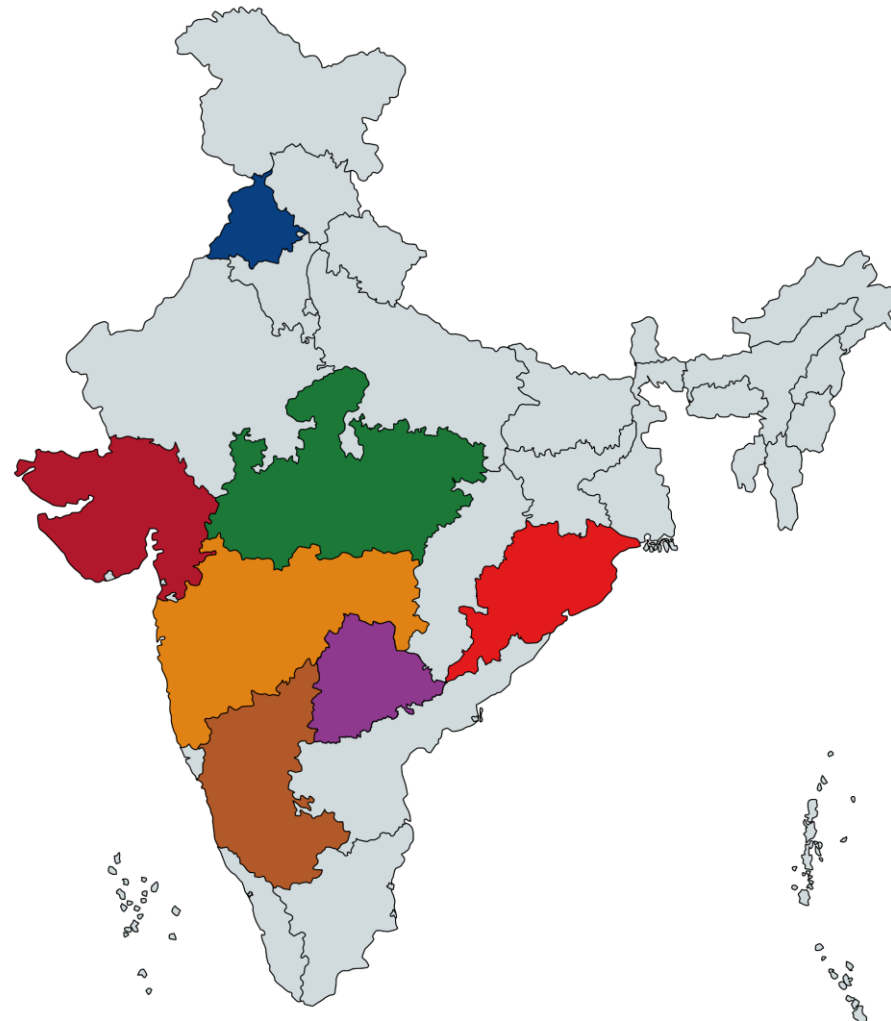
Cotton Farmers

Ginners

Spinners

Traders

Foreign Buyers



 **Odisha**

 **Maharashtra**

 **Telangana**

 **Andhra Pradesh**

 **Gujarat**

 **Karnataka**

 **Punjab**

Glimpse of Indian Cotton Solutions



English Hindi Telugu Gujrati Marathi Kannada Oriya Punjabi

INTRODUCTION ABOUT US FARMER SERVICES GINNER SERVICES SPINNERS SERVICES TRADERS SERVICES FRANCHISE SERVICES IMPORTERS SERVICES

Introduction
 Indian Cotton Solutions.com (also known as icsindia.com) is an innovative concept and it is Patented. This concept is brought down to be a game changer in the Cotton Textile Industry of India. We focus on all the stakeholders of the industry. We are seeking to transform the existing traditional business methods into the online version, the so-called 'e-commerce' business model, in order to ease the process of doing business in the industry. Now all the stakeholders can participate in buying and selling their commodities from their fingertips. Here, we integrate Cotton Farmer, Cotton Ginner, Cotton Sp...

[Read More](#)

Member Login

Select Member Type

Email Address

Password

Remember me on this Computer! [Forgot Password?](#)

[Login with OTP](#)

[SIGN IN](#) OR [REGISTER](#)

Website which user can access in 8 Indian languages

S.No	VARIETY	SPOT	MSP1	MSP2	MSP3	MSP4	MSP5	MSP6
1	29 mm [1-1/8"]	34,000.00	34,374.00	34,786.00	35,238.00	35,731.00	36,266.00	36,846.00
2	30 mm [1-7/32"]	35,000.00	35,385.00	35,810.00	36,276.00	36,784.00	37,336.00	37,964.00
3	31 mm [1-1/4"]	35,500.00	35,891.00	36,322.00	36,794.00	37,309.00	37,869.00	38,475.00
4	31.5mm [1-1/4"]	36,000.00	36,396.00	36,833.00	37,312.00	37,834.00	38,402.00	39,016.00
5	30mm [1-7/32"] B Grade	31,500.00	31,847.00	32,229.00	32,648.00	33,105.00	33,601.00	34,139.00
6	30mm [1-7/32"] C Grade	28,500.00	28,814.00	29,160.00	29,539.00	29,953.00	30,402.00	30,888.00
7	XXXXXXXX	-	-	-	-	-	-	-
8	XXXXXXXX	-	-	-	-	-	-	-
9	XXXXXXXX	-	-	-	-	-	-	-
10	XXXXXXXX	-	-	-	-	-	-	-

All above cotton prices are good quality means we will assure same quality with our lab report if any thing found inferior than our committed report then you can follow following settlement policy for our cotton bales Trade.

For best quality [Rd value above 76] (if any variation < 0.5 mm, < 0.5 Mic, < 0.5 Trash%) - Nil
 For Good quality [Rd value between 73-75] (if any variation < 1.0 mm, < 1.0 mic, < 1.0 Trash%) - Rs 600
 For Normal quality [Rd value between 70-72] (if any variation < 1.5 mm, < 1.5 mic, < 1.5 Trash%) - Rs 1200
 For poor quality [Rd Value below 70] (if any variation > 1.5 mm, > 1.5 mic, > 1.5 Trash%) - Rs 2400

If quality founds variation in good except one character then Rs 200/- candy reduction if found all 3 inferior then Rs 600/- candy deduction
 Then if quality found inferior in normal except one then Rs 400/- candy and if found all 3 then Rs 1200/- candy deduction.
 Then if quality found inferior in poor quality in one character then Rs 800/- candy. If found all 3 in poor grade then Rs 2400/- candy deduction.

Daily live market rates

Competitive Analysis



SERVICES					
Website	ICS India	CCI	Website Down	TradeIndia	Indiamart
Manufacturing Supporting Prices	✓	✗	✗	✗	✗
Integrated platform for all cotton stakeholders	✓	✗	✓	✗	✗
Daily live market rates	✓	✗	✓	✗	✗
Mobile cotton testing labs	✓	✗	✗	✗	✗
Specialized in Cotton Industry	✓	✓	✓	✗	✗



Glimpse of Indian Cotton Solutions



Mobile cotton testing labs

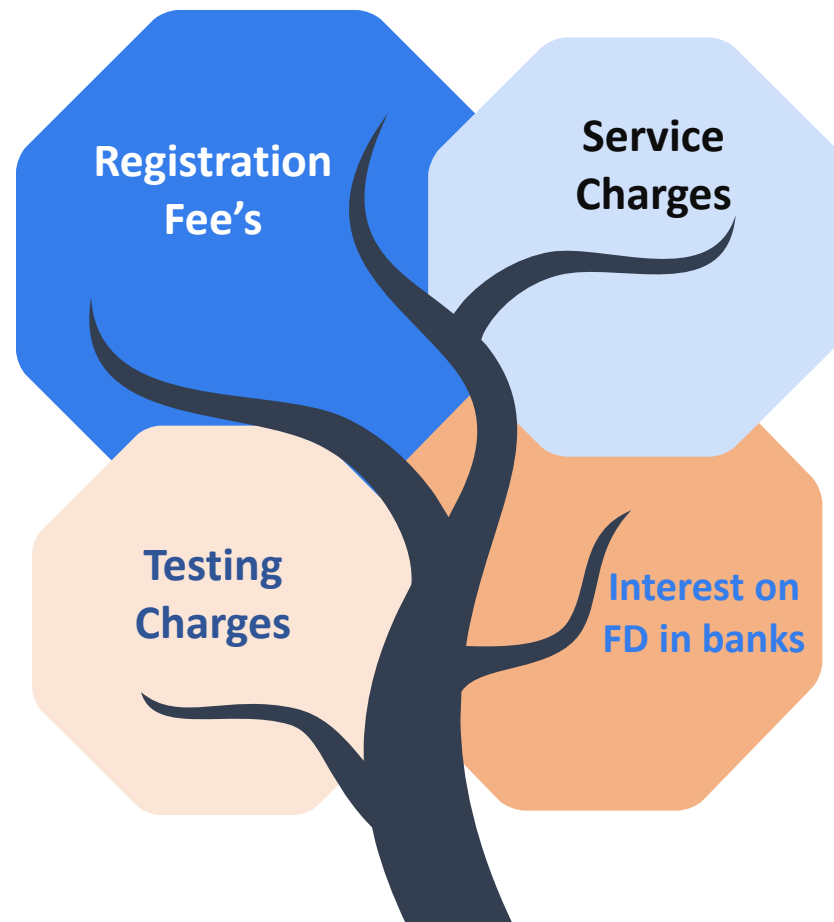


Other Revenue Model Options (Our main business model is free registration with huge trading & fintech income)



Registration Fees : INR 500/- (\$7) from farmers & INR 1000/- (\$13) from other members

A



Testing charges = 2000/- (\$3) per lot

B

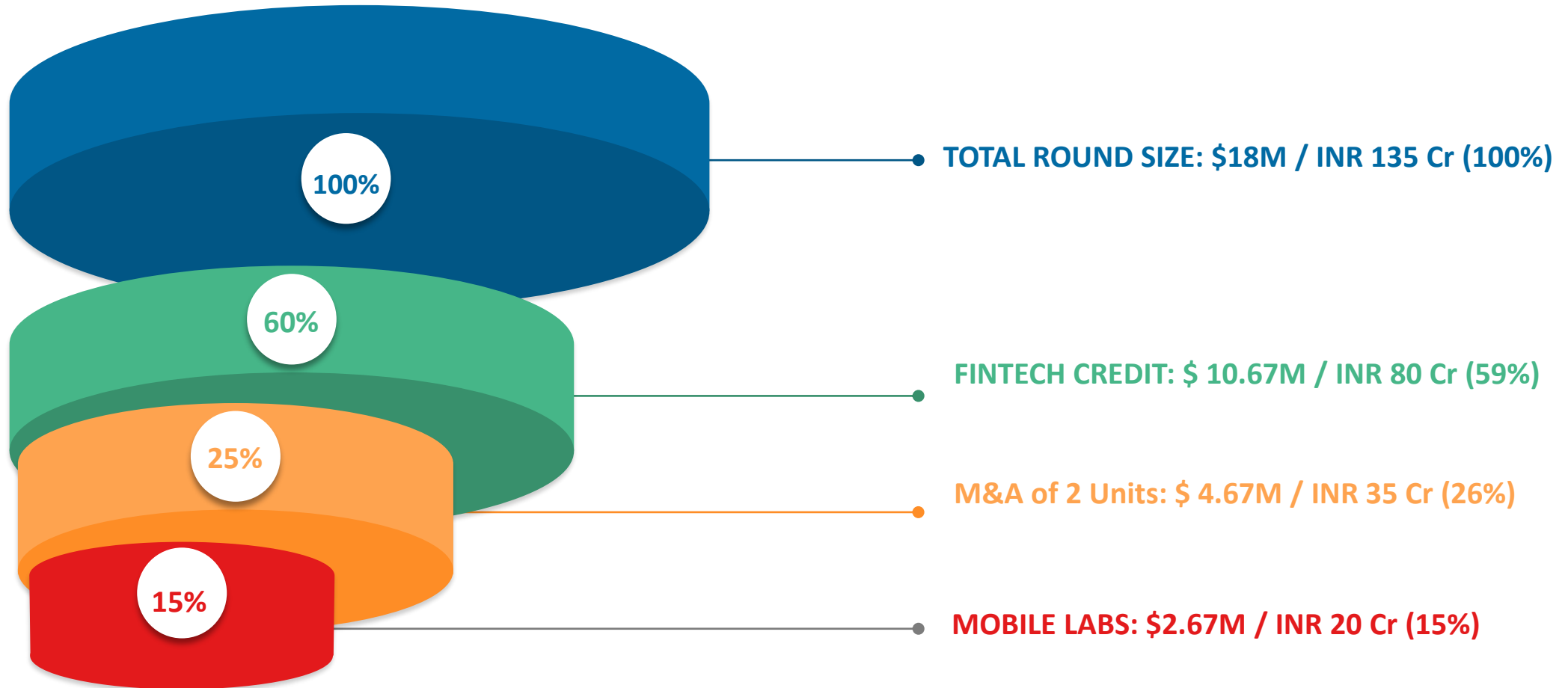
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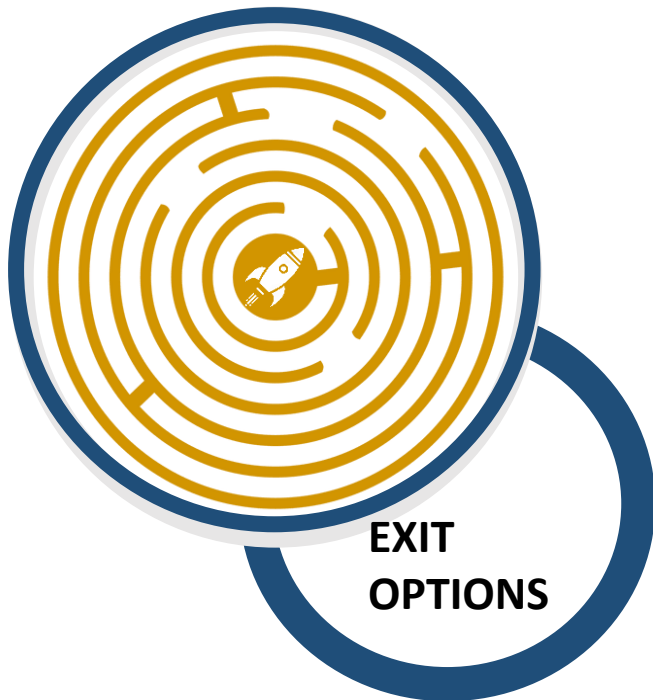
Service Charges: INR 50000/- (\$670)per from Farmer & INR 12500/- (\$170) per quintal from customers for one transaction. This is the Main Active Revenue Model

D

Bank guarantee from Ginner, Spinners, Weavers will be INR 1 Crore (\$133K), from Farmers will be INR 30 lakhs (\$40K), INR 10 lakhs (\$13,300) from Cotton Testing Franchises & INR 5 lakhs (\$6700) from remaining franchises.

Fund Utilisation





Exit Through Funding Rounds



Exit Through Buyback



Exit Through Acquisition



Exit Through Initial Public Offerings



Minimum locking period
– 3-5 years

Exit Valuation Multiplier:
153X



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THANK YOU

