

# ITC MAARS – Phygital Agri Ecosystem with Generative AI for Farmers & FPOs

## World's First AI-based Agri Copilot

### CHALLENGES

- Fragmented access to agricultural inputs, advisory, and market linkages
- Limited reach of traditional extension services
- Lack of personalized, real-time insights for farmers
- Difficulty in scaling advisory across diverse geographies and languages
- High cost of customer acquisition and low digital literacy among rural users

### SOLUTION

- Unified Digital Platform: Enables farmers to buy raw materials, monitor crop growth, and sell produce to FPOs
- Krishi Mitra – Generative AI Copilot: Offers hyperlocal, personalized advisory in voice and vernacular
- Real-time Market Intelligence: Prices from 1,800+ APMCs integrated
- Customizable AI Agents: Tailored interactions for crop advisory, pest alerts, weather updates, and government schemes
- Cloud-native Architecture: Built on Azure, using .NET Core APIs, nopCommerce, Xamarin, and PWA technologies

### RESULTS

- Faster Market Connect: Reduced time to market for farmers
- Improved Product-Market Fit: Driven by deep agri knowledge and AI insights
- Creative Monetization: Leveraging existing relationships for scale
- Reduced CAC: Lower customer acquisition cost through digital channels
- Scalable Impact: 10M+ farmers targeted, 4000+ FPOs, \$3.4B GMV projected

ITC MAARS is a pioneering phygital ecosystem designed to empower farmers and FPOs through a unified digital platform. It integrates generative AI via Krishi Mitra—an AI-based Agri Copilot that delivers hyperlocal, personalized agricultural guidance. Built on a robust cloud-native architecture, it enables scalable, cost-efficient advisory services across diverse geographies, empowering farmers with actionable insights.

5 Lac +  
Impressions in  
last 3 months

3 Million+  
Farmers  
Enabled

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