Mobile Outreach: *Can it create wealth and opportunities for farmers?*
**Mission: why we exist as a company...**

To be a **premier innovative growth** company that improves our **customers’ financial lives** so profoundly... they can’t imagine going back to the old way.

We serve these end customers:
- **Consumers**
- **Small Businesses**

...and those who serve them:
- **Accountants**
- **Financial Institutions**
- **Health Care Players**

“Better Money Outcomes”
- **Financial**... making & saving money, grow & profit
- **Productivity**... turning drudgery into time for what matters most
- **Compliance**... without even having to think about it
- **Confidence**... from the wisdom & experience of others

[Intuit Proprietary & Confidential]
Intuit: In India, For India

- Observing and understanding Indian Small Businesses and consumers to better develop offerings that work for them.

- Building relationships with trusted leaders in India to ensure we are learning from the best.

- Investing in people to create jobs and an engaged workforce.
Rural India overtakes urban India

Mobile phone users in India crosses over ~ 800M

According to a report released in 2011 by Telecom Regulatory Authority of India (TRAI), India has 538.38 million Urban Subscribers while 267.74 million Rural subscribers.

The mobile growth in rural areas is higher at 3.07% as compared to urban which was about 2.06%.

The share of Urban Subscriber has declined to 66.79% from 67% where as share of Rural Subscribers has increased from 33% to 33.21%.
A revolutionary SMS service that is helping farmers in India improve their financial lives...
Fasal provides market connect to 800,000+ farmers everyday, on their mobile phones, for free

Real-time and reliable market price information delivered straight to farmers via SMS
- It is a free, highly-personalized service
- Allows buyers to communicate their demand & price at key points throughout the day so they can make informed business decisions
- Matches sellers to buyers
- Increases buyers’ access to sellers and ability to plan inventory
- Beyond price data, also provides key services including weather advisory information, information on education, marketing ads and offers
And this is why the farmers love Fasal ...

Fasal user testimonials
Impact of Fasal: helping farmers make more money

Majority of farmers using Fasal benefit from the service...

Have you earned more because of Fasal? N=1026

- Yes: 90%
- No: 10%

...and are using it to take important decisions on their harvest...

Which all decisions or actions do you take using Fasal? N=1026

- Determine if price fair & negotiate effectively: 98%
- Timely negotiation while goods are of good quality: 93%
- Determine where to sell: 83%

...resulting in an average farmer making 15-20% more money on his produce.

Fasal puts an additional $250/year in every farmers pocket that they rightly deserve

Source: Indian Market Research Bureau (IMRB) survey of Fasal users in Gujarat & AP, 2012 & Ongoing internal product surveys
A mobile service that lays the foundation for a data-rich communication platform to rural India

**Value Add for Partners**
- Narrow-cast messages
- Connection to target farmers
- Transact with farmers

**Services**
- Maximize price for produce
- Crop care information
- Weather services

**Communication Platform**
Technology to reach rural India

**Rural Ecosystem Players**
- Buyers
- Rural Marketers
- Govt, NGOs
Fasal is a trusted, highly effective rural marketing platform on mobile phones.

- Relevant & trusted livelihood information
- Rich farmer profile information
- Ability to reach media dark areas

- >90% ad viewership
- 3X increase in product awareness
- 3-7% calls for enquiry or leads
- 1-3% sales conversion

*Typical CTR for Google Ad words is 2%*

*Metrics based on marketing campaigns on Fasal, vary by categories advertised*