



Fasal

intuit LABS

Mobile Outreach: *Can it create wealth and opportunities for farmers?*

intuit

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Director Emerging Market Innovation
India

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

Intuit
Improving
50M
Lives

"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: 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

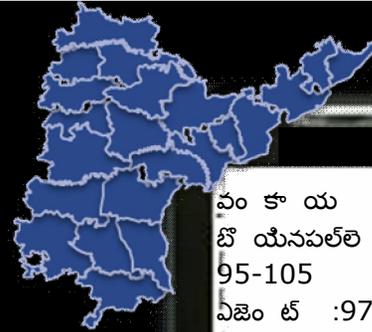


Real-time and **reliable** market price information delivered straight to farmers via SMS

- 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**



అడ్రెస్
పల్లెటూరు 95-105
ఫోన్ నెంబర్ 9765590632
పల్లెటూరు 100-115
ఫోన్ నెంబర్ 9354240167
పల్లెటూరు 105-115
ఫోన్ నెంబర్ : 9845540421
పల్లెటూరు 95-100
ఫోన్ నెంబర్ 9972582678



పంపిణీ కార్య
కార్యాలయం
95-105
ఫోన్ నెంబర్ :9739195918
పల్లెటూరు 100-105
ఫోన్ నెంబర్ :9886193529
పల్లెటూరు 110-130
ఫోన్ నెంబర్ :9845540421

And this is why the farmers love Fasal ...

Fasal user testimonials

Impact of Fasal: helping farmers make more money

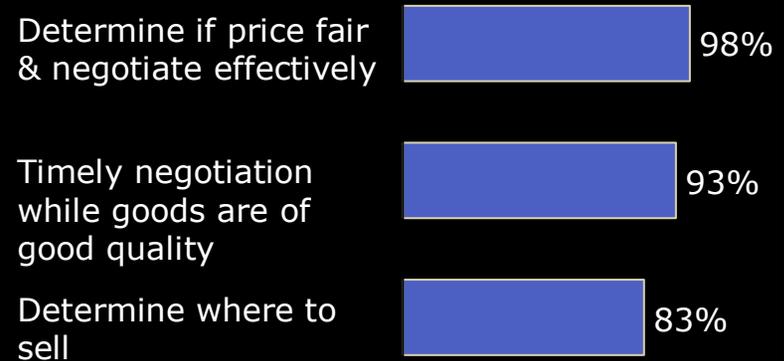
Majority of farmers using Fasal benefit from the service...

Have you earned more because of Fasal?
N=1026



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

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



...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

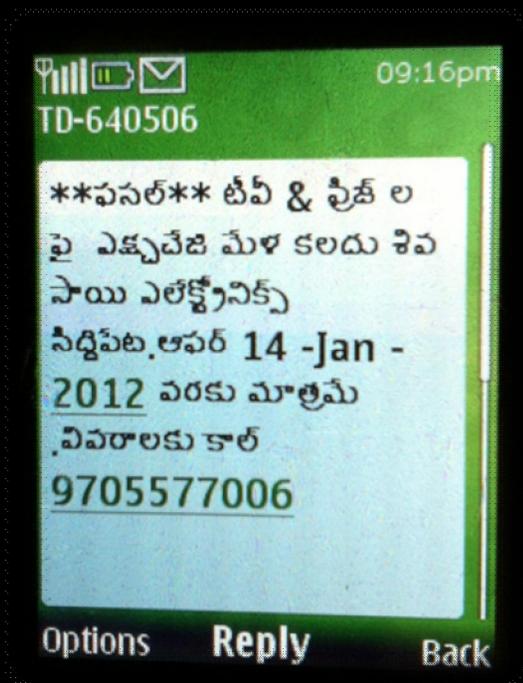
Rural Ecosystem Players

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

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

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