

We till **Concept** *till Harvest*

Concept Agrotech Consultants Limited

Catalyst to Agribusiness Growth



*Business Consulting | Research & Studies | Transaction Advisory
Agro Projects | Market Entry Facilitation | Farm Production & Management*

www.cacl.in

Concept Agrotech Consultants Limited

About Us :

Who Are We

Concept Agrotech Consultants Limited (CACL) is a leading consulting firm dedicated exclusively to the agriculture and agribusiness sectors. Established in 1994, CACL has been at the forefront of delivering innovative, end-to-end solutions that empower agribusinesses and agro enterprises across India.

For over 30 years, we have partnered with clients across the agricultural value chain—earning their trust through our deep expertise in market research, transaction advisory, project consulting, farm management, and business services.

We operate through two core verticals:

- **Business Services** – Strategic consulting, market studies, agro projects, market entry facilitation and business advisory.
- **Farm Services** – Farm management, contract farming, precision agriculture, seed production, agro sourcing

Mission

To be the prime movers of business growth in agriculture and agribusiness sectors, by playing a catalyst role as a trusted consulting partner.

Vision

To catalyze the growth of agribusinesses, enabling the agriculture sector to realize its full potential through innovation, insight, and sustainable practices.

Our Objective

To act as a growth catalyst-supporting agribusinesses through reliable, research-driven consulting and farm-level interventions. We aim to drive systemic improvements across the agri sector and help our clients unlock untapped value.

Our Expertise

CACL brings together a multifunctional team of domain experts, full-time professionals, and a global panel of over 1,000 subject-matter consultants. Our knowledge pool spans areas such as:

- Agri-market analysis & transaction advisory
- Project feasibility & implementation
- Agribusiness strategy development
- Sustainable farm practices and production management

Sectoral Presence :

- Agri Inputs
- Horticulture
- Animal Health
- Precision Agriculture
- AgTech and FarmTech
- Food and Agribusiness
- Dairy, Acqua and Poultry
- Agro and Food Processing
- Marketing and Agribusiness
- Contract Farming and Farm Management



CACL Strengths



- Qualified team of professionals
- Access to a panel of eminent experts
- Strategic tie-ups with major consulting firms
- Linkages with industry, government, and institutions
- Empanelment of over 30,000 agri professionals across the country
- Over three decades of rich experience in the rural and agribusiness sector
- Strong database and information on agriculture and agribusiness markets
- Field network of dedicated consultants from different functional areas
- Over fifty satisfied clients from the corporate and government sectors
- In-depth understanding of needs, behavior, preferences, and psyche of farmers



Core Values

- Innovation
- Effectiveness
- Integrity

Some of Our Past Projects

- Farmers' brand perceptions and their purchase decision making
- Study of farmers' crop loan needs and to work out a suitable credit mix
- Mapping of fruits & vegetable cropping pattern and supply chain in North India
- Study of the product delivery system with respect to packaging for agrochemicals
- Market research for studying operational and financial behavior of Agri input dealers
- Survey of the agro-business market and preparing business restructuring plans
- Market survey of tractor-powered farm implements and sprayers and entry strategy



- Survey of field personnel compensation package and reporting system in the agrochemical industry
- Study of Bt and non-Bt cotton farming, comparative returns, market trends, and pricing strategy
- Survey of seeds market and preparation of entry plans, and tie-ups with national and global seeds majors
- Identification of new agchem molecules for growth opportunities and preparing business plans
- Study of micro-irrigation business environment, market and policy dynamics and growth plans
- Fodder Seed Production program for Foragen Seeds, Hyderabad in the States of Haryana and Rajasthan through Contract Farming on 400 hectares.

CACL Business Verticals :

We operate through two core verticals:

Business Services

Research & studies, business consulting, agro projects, market entry facilitation and transaction advisory.

Farm Services

Farm management, contract farming, precision agriculture, seed production, agro sourcing



Glimpses of CACL Works



Clientele :



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