Krish-e launches IoT based Smart Kit for farm equipment

Farm

With the Krish-e Smart Kit, Mahindra aims to track and digitise every acre and kilometre of rental activity carried out in the country

Mumbai, March 30, 2023: Krish-e Mahindra's AgTech business launched the Krish-e Smart Kit (KSK).

An after-market device, the Krish-e Smart Kit is the first-of-its-kind smart device that provides equipment owners with detailed insights of their tractors and farm equipment, through GPS enabled time tracking and remote monitoring of various parameters from the comfort of a smart phone.

Krish-e Smart Kit

- **Easy tracking of all brands** of tractors, harvesters & rice transplanters via a smart phone or desktop
- **Increases operator revenue** with accurate acreage measurement
- **Reduces fuel cost** by monitoring fuel levels and alerting for fuel theft
- **Tracks total fleet expenses** through geofencing alerts
- **Tracks total fleet expenses** through geofencing alerts
- Offers **advanced trip replay features**
- Retails at an **introductory price of INR 4,995**

A cutting-edge offering, the Krish-e Smart Kit is developed by Carnot Technologies, an Ag-Tech start-up, founded in 2015 by four alumni from IIT Bombay in their mid-20s, who as part of the IITB racing team, developed solutions to monitor the performance of race vehicles from the pit. Today

Carnot Technologies is engaged in manufacturing and retailing products and services related to internet-connected devices for monitoring performance of vehicles and equipment, with M&M Ltd. having acquired a significant stake in the company.

The Krish-e Smart Kit enables equipment owners and rental entrepreneurs to sustainably improve fleet performance, improve incomes and manage maintenance costs, while reducing tractor downtime and preventing unauthorised usage of their tractors. The Smart Kit also includes an advanced trip replay feature for tracking commercial transportation and trolley activity.

The kit is brand agnostic and can be installed on any new or old brand of tractor or farm equipment, such as harvesters, rice transplanters and self-propelled sprayers. The kit is paired with an app called the Krish-e Rental Partner App and is available on the Google Play Store. In addition to tracking and monitoring, the app also offers users access to an inventory of high-end farm machinery on a pay per use basis

Ramesh Ramachandran – Senior Vice President and Head Krish-e – Farm Equipment Sector, M&M Ltd. said, *"An industry first aftermarket IoT solution, the Krish-e Smart Kit presents the smartest, most affordable and sustainable way for farmers and businesses to connect and monitor their farm equipment on the go. In its scale-up phase, with over 25,000 active users we will officially launch the Krish-e Smart Kit. Besides farmers, we invite institutions, FPO's, government bodies and start-ups in the state to partner with us on this connected journey as we aim to digitise every acre and kilometre of rental activity. Going forward we aim to become the leading provider of connectivity for farm equipment in India."*

Pushkar Limaye – CTO, Carnot Technologies commented, "With a vision of building world-class products out of India, we came up with a small

plug-and-play device for tractors to help improve their productivity using IoT, with real-time updates on smartphones. And today we are glad to see over 25,000 kits having already helped farmers digitise their businesses and adding real value on ground. And today with the official launch of the Krish-e Smart Kit, together with Mahindra, we aim to digitise Indian farming with an India-based solution, while reaching a larger audience of tractor owners and rental business owners.

So far Krish-e has over 25,000 active subscribers, 85% DAU (daily active users), spending about 55 minutes per day on the app (in season), with 70% resubscriptions post expiry of the free subscription period.

Individual farmers, institutional buyers, FPOs, and start-ups can purchase the Krish-e Smart Kit from the nearest Krish-e center, the Krish-e website, or Krish-e Sahayaks by calling 1800-266-1555 at an early bird price of INR 4,995 (including taxes and a six-month subscription package for the aforementioned services).

Launched in 2020, Krish-e is a new business vertical from Mahindra. Krish-e offers technology driven services, to minimise income potential of farmers and other value chain players sustainably. Carrying the tag line – **'Expert Takneek. Naye Upay. Parinaam Dikhaye'**, Krish-e services currently focus on the areas of **Farm Advisory, Equipment Rental & Used Equipment** through an omni channel presence which includes 150 Krish-e centers and app-based touch points.

Krish-e efforts have been recognised and included in the World Economic Forum's (WEF's) January 2023 White Paper on "Accelerating Business Action on Climate Change Adaptation" as an example on how businesses can collaborate with communities to ensure the sustainability of critical natural resources.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com/ Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom

Media contact information

Arthur Serrao

Communications – Mahindra Farm Equipment Sector

Email – serrao.arthur@mahindra.com

Tags :
  M&M   Farm Equipment Sector   Krish-e   Krish-e smart kit   Carnot Technologies   Ramesh Ramachandran