

**BARTON  
BREEZE**  
HEALTHY FARMING

*smart controlled precision  
agriculture  
is here.*

“**IDEAS ARE EASY  
IMPLEMENTATION  
IS HARD**”

[www.bartonbreeze.com](http://www.bartonbreeze.com)

**SHIVENDRA SINGH**  
FOUNDER & CEO







# SHIVENDRA SINGH

He is an IIM Ahmedabad Alumni with over 10 Years of Work Experience in Business Strategies & Supply Chain Management



, using controlled sustainable technology and modern farming techniques, to create highly productive agri-models for the new-age urban farmers.

The company has its production line of Hydroponic equipment & in-house developed automation system along with a strong knowledge of agriculture techniques. We help in consultation and setting up vertical farms globally using our line of products.

We provide end to end farm management solutions and execute projects on turnkey basis from the development of climate-controlled Polyhouse /

Polycarbonate house to Hydroponic / Aeroponic set up and training resources on how to run the farm efficiently and impart technology training & finally product selling support.

Barton Breeze builds urban farms that help build the client's business with a mission to bring technology innovation in the farming sector.

## An Astute Leader of Barton Breeze

Shivendra Singh, the Founder & CEO of Barton Breeze, is an IIM Ahmedabad Alumni with over 10 years of work experience in Business Strategies & Supply Chain Management in India & Middle East, before starting Barton Breeze, he was running a successful marketing business in middle east. He started working on a pilot project around hydroponics and set up two hydroponic container farms in UAE.

With a unique understanding of evolving controlled sustainable technology and modern farming techniques with cross-industry experience, he realized Hydroponic is the future of controlled agriculture that can be done in India for the people of India.

## Altogether Different Approach

At Barton, we aim to identify the problem

and make sure the solution is delivered to the farmer and the Industry. That makes Barton different from anyone in the Industry.

Below are few challenges faced till now for which we provided adequate solutions.

### i. Farmer to Consumer Link

Be it Traditional agriculture or Technology based farming, the biggest challenge for the farmer is to reach the right market & get the right price for the produce. Barton has identified this challenge on the very initial stage and started to offer farmers a crop buyback plan where we buy the produce from the farmer at a fix annual rate.

To make sure this buyback works smooth, Barton provides crop plan to the farmer as per which farmer has to sow the seeds & in parallel Barton has established its market link in India & Internationally.

### ii. Inadequate Knowledge of Hydroponic Technology

Since technology is at its nascent stage & farmer does not have enough knowledge of hydroponic technique, Barton offer training in which farmer can learn about

Water Management

Nutrition Management

Crop Management

Environment Management



Hand on experience on Technology

### iii. Availability of skilled labour

Getting skilled farm operators is next to impossible right now, so we provide vigorous 1-month practical training to the farmers and their team to make sure.

### iv. Initial cost of hydroponic setup

Apart from technical issues, there is one big issue which is a capital investment. We have interacted with few farmers who had paid a huge amount of money to companies in India for consultancy and turnkey jobs, due to which they are not even able to meet ROI in 6 years.

Barton team is working dedicatedly to reduce initial cost since day one & has brought down cost by 30% in compare to last year, which makes us 50% less costly compared to competitors in the Industry. Company have its own manufacturing and bulk sourcing which ensure reduction in cost while keeping the world class

quality.

## The Time Spent In the Industry

Barton Breeze was founded in 2015 in Dubai, UAE with a mission to bring technology innovation in farming sector, started with one indoor farm in Dubai and within space of just 4 years has expanded our footprints into 3 countries with more than 300,000 Sq ft of Hydroponic farm, producing more than 1,500 Ton of food every year.

Our product line includes:

- Setting up Technology based farms
- Growing 35 Variety of crops
- Selling farm produce to B2B & B2C market
- Hydroponic Kitchen garden Kits for Home growers

## Our Products Benefiting the Farmers

I believe few of the biggest

challenges in current Indian agriculture are unpredictable environmental conditions, pest & soil related diseases, logistics and crop handling, lack of water and land & market reach. We believe our product is a solution to all these. Farmer can get rid of all these problems with our end to end solution which help farmer from Installation - training - production - market.

## 100% Satisfaction For The Framers

We are proud to say that our farmer satisfaction number is 100% (not even 99.99%).

We believe this is one of our biggest strength is that none of our farmers have failed. However, apart from this our biggest strength is our product Cost & services which is the result of continuous R&D done by our team.

## The New Era of Innovation

Barton Breeze's new-age farmers will have complete control over what they grow, and how they grow it, and can finally provide a clean, nutritious and traceable choice to their customers.

Apart from our past innovations which was IOT based data chip which takes plant health information, the recent innovations are –

i. Pest management system which runs on Thermal sensing

Data centre, which connects all our farms through the cloud and provides seedling and harvesting information to the farmer which helps in the reduction of crop loss and affective marketing

ii. Developing Smart Farms:



Each smart farm is backed with expertise of Chief Technology Officer, a dedicated R&D team, Entomologist, Physiologist, Horticulturist, microbiologists, mechanical engineers, and design engineers.

Barton Breeze collects hundreds of data points at each of its farms to its Data Centre, which allows it to easily alter its indoor precision control for taste, texture, colour, and nutrition. The data also helps the company adjust variables like temperature and humidity to optimize its crop yields.

Targeting On Global Markets

We are targeting on global market & do not see any company in India which is leading us. Barton holds no. 1 position in terms of growth rate and success ratio, in

current year company is growing with CAGR of 600% with annual revenue of \$ 1.7 Million.

With our new product line, urban consumer’s daily vegetables need will be fulfilled by a farm next door where the consumer can see what they eat and harvest themselves.

Barton is coming up with a unique micro-farm model that will enable the farm to plate within 30Min. And with unique ID, you can track when your food was harvested.

Focussing On the Quality

There is one thing which Barton as a team is focused the most, which is Quality. We make sure our products are food grade & crop is free from harmful chemical & healthy.

Empty Food - What we see is not

what we get, this happens when we eat food which is not nutritious, we call it empty food. At Barton, we are continuously working to create awareness among consumer about empty food.

When we ask what will the farms of the future look like? We should really be asking—what do we want the future to look like? And then answers may begin to emerge.

At Barton Breeze, we aim to create a healthier, cleaner environment for the present & coming generation by facilitating and growing fresh food technologically at homes, offices & commercial farms. The technology helps in saving valuable water, land and labour resources moreover the controlled growing system enables to produce food with NO use of harmful chemicals and is also 100%

residue-free.

Feeding India in the 21st Century

How is urban growing at commercial scale possible? Barton Breeze produces:

- a. By mid-2020, Barton Breeze will open its new 70,000 sq. ft. indoor farm, which will be home to the world’s largest vertical farm – capable of producing two million pounds of leafy greens per year. The growth of Barton Breeze will create more than 40 new jobs in the next few months on top of an existing team of 30.
- b. 30 times the productivity per square foot annually of traditional farming
- c. Up to 25 crop turns per year with:

- 80% less water than traditional farming
- Zero pesticides
- Complete traceability from seed to package

Barton Breeze’s Mission

“ Our mission is to build responsible farms, to enable local production at scale and grow safe, delicious and healthy food. ”

The Eventful Journey

The journey was tough initially which was very well expected but I always got energy from the vision I carry, which is to create healthy world at affordable cost for the generations ahead. Apart from lack of right information, availability of fund, uncertainty of market, the challenging task was to build trust among consumers. Since the technique was new and there were

people who have already spoiled a market portion by unprofessional services and over costing, it become very difficult for us to create a right space in market.

We ensured international standard quality, end to end support and service which is SLA driven. As a result of which right now we have 100% consumer satisfaction which made us market leader in the Industry.

However, of all the challenges, the most critical & important was to bring together those who have same vision; it took time to align them all and make a strong team, after which everything seems possible. It took no time for Barton to transform from one person’s company to 30 member team then.

Dr. Ratnakar took hold of Plant science, Sudhanva ensured marketing and operations, Dheeraj specialized our technology side, Rahul worked on products, support team took their individual charges & the journey started to take off.

- 1) Year of Founding: 2015
- 2) Funding Information: Currently Bootstrapped, looking to raise \$5 Million
- 3) Founding Members: Dr. Ratnakar Rai, Co-founder; Mr. Sudhanva Sundararaman, Co-founder
- 4) Office Locations: India, Dubai, Qatar
- 5) Company Strength: 30
- 6) Website: [www.bartonbreeze.com](http://www.bartonbreeze.com)

