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GREIXO EXIM PRIVATE LIMITED

#PROFILE



+91-
9266933550



greixoexim@gmail.com



RZ-1/430/431, Third/F, Front Side Gali
No - 2, Nasirpur, New Delhi, South West
Delhi- 110045, Delhi



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Overview

Greixo Private Limited, founded in 2024, is a New Delhi-based agribusiness with operations in Bihar, India. Specializing in potato cultivation, contract farming, and domestic wholesale supply, Greixo aims to become a global leader in potato exports. We supply high-quality tubers to retail chains, wholesalers, hospitality sectors, and food processing industries. As a grower-owned enterprise, we are dedicated to delivering exceptional quality and meeting the needs of our international clients.

Vision

Greixo's vision is to become a leading global exporter of premium agricultural products primary focus on Fresh, Frozen & organically grown potatos driving sustainable growth and excellence in every market we serve.

Mission

Greixo's mission is to provide high-quality agricultural products globally, focusing on sustainability, innovation, and exceptional customer satisfaction.



Market Challenges and Their Impact

Supply Chain Disruptions

Unpredictable weather patterns and logistical challenges affect the timely delivery of fresh produce.



Delays in supply can lead to reduced customer satisfaction and potential loss of business, especially in international markets.

Market Competition

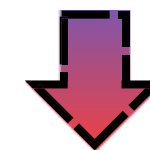
Increasing competition from both local and global potato suppliers.



Pressure on pricing and margins, making it difficult to maintain profitability while ensuring quality.

Sustainability and Resource Management

Efficient management of water, soil, and other resources amidst growing concerns about sustainability.



Failure to implement sustainable practices could harm the brand's reputation and lead to higher operational costs in the long run.



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SOLUTION STATEMENT



Enhanced Supply Chain Management:

Invest in advanced forecasting tools and develop strong partnerships with logistics providers to ensure timely deliveries, reducing the impact of disruptions.



Competitive Pricing and Innovation:

Focus on differentiating products by emphasizing quality and sustainability, while exploring cost-effective farming techniques to stay competitive in the market.



Sustainable Farming Practices:

Implement water-efficient irrigation systems and organic farming practices to optimize resource use, ensuring long-term environmental sustainability and strengthening the brand's commitment to eco-friendly solutions.

Highlighting Our Offerings: Showcasing Key Features



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Greixo offers premium-quality potatoes through contract farming and domestic wholesale supply, catering to retail chains, wholesalers, and the hospitality sector. We are committed to sustainable farming practices and delivering fresh, high-quality produce to meet global demand.

Premium Potatoes

Health Foods

Contract Farming

Domestic Wholesale Supply

Export Services

Sustainable Farming Practices



At

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Our Unique Selling Proposition (USP)

Grower-Owned Enterprise:
As a grower-owned business, we prioritize the interests of local farmers, ensuring fair practices and quality control.

Sustainable Practices:
Our commitment to eco-friendly farming, including water-efficient irrigation and organic methods, ensures sustainability.

Global Reach:
We aim to expand our footprint internationally, offering fresh, high-quality potatoes to a variety of global markets.

Premium Quality: We focus on producing high-quality potatoes with a consistent supply to meet customer needs.

Customized Solutions:
We offer tailored solutions through contract farming to meet the specific requirements of our clients, ensuring reliable supply and satisfaction.



Strategic Market Analysis (STP)

Segmentation

- **Geographic:** Domestic (India) and international markets, focusing on regions with high demand for premium-quality potatoes.
- **Demographic:** Retail chains, wholesalers, food processing industries, and hospitality sectors.
- **Behavioral:** Businesses looking for sustainable, high-quality agricultural products with consistent supply.

Targeting

- Focus on retail chains, wholesalers, and food processing industries that prioritize quality and sustainability.
- Expand to international markets with a demand for premium-quality potatoes.

Positioning

- Position Greixo as a grower-owned agribusiness offering superior-quality, sustainably grown potatoes, committed to meeting the needs of domestic and international clients with reliable, eco-friendly solutions.

By implementing these strategic approaches, we aim to effectively penetrate and establish a strong foothold in the competitive market, catering to the evolving needs and preferences of our target segments while maintaining a focus on sustainability and quality.



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Market Size and Growth Factors

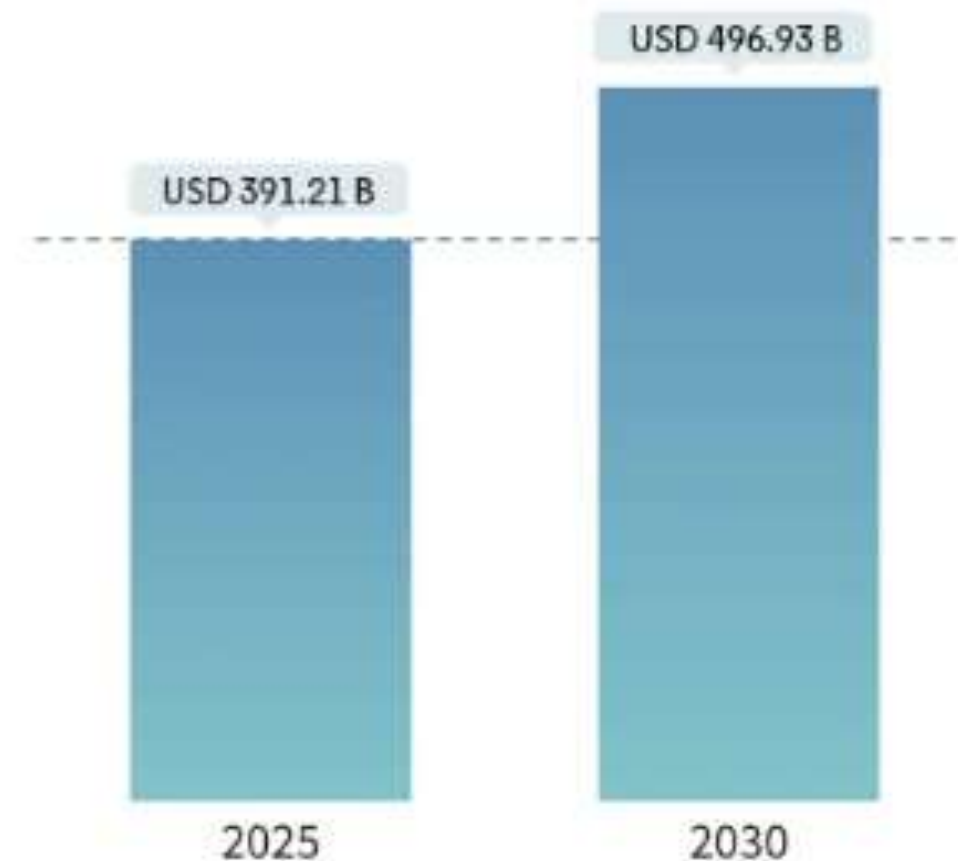
Indian Market Size

The Agriculture In India Market size is estimated at USD 372.94 billion in 2024, and is expected to reach USD 473.72 billion by 2029, growing at a CAGR of 4.90% during the forecast period (2024–2029).

Growth Factors

- **Sustainable Farming Practices:** Adoption of eco-friendly and resource-efficient farming methods to ensure long-term growth.
- **Global Expansion:** Increasing demand for high-quality potatoes in international markets, driving export growth.
- **Strong Partnerships:** Building solid relationships with retailers, wholesalers, and food processors to expand market reach.

Agriculture In India
Market Size in USD Billion
CAGR 4.90%



Source: Mordor Intelligence



Go-to-Market Strategy



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Quality Assurance

Emphasize the premium quality of our potatoes by ensuring consistent standards through sustainable farming practices.

Targeted Marketing

Focus on key sectors such as retail, wholesale, and food processing, highlighting sustainability and quality as key differentiators.

Strategic Partnerships

Forge strong partnerships with logistics providers, distributors, and international buyers to ensure smooth supply chain operations.

Brand Positioning

Promote Greixo as a trusted, grower-owned enterprise committed to delivering fresh, high-quality produce with a focus on sustainability.

By leveraging our infrastructure, expanding our footprints, and enhancing our digital presence, we aim to achieve significant market growth

Strategic Scale Up Plan



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Phase 1 Foundation & Expansion

- **Operational Optimization:** Streamline farming processes and implement advanced technologies for resource management and quality control.
- **Domestic Market Strengthening:** Focus on strengthening supply chains and increasing visibility in domestic markets, targeting retailers, wholesalers, and the hospitality sector.
- **Brand Awareness:** Launch marketing campaigns to build brand recognition and position Greixo as a premium, sustainable potato supplier.

Phase 2 Global Growth & Diversification

- **International Market Entry:** Begin exporting to targeted international markets, focusing on regions with high demand for premium agricultural products.
- **Diversification:** Expand product offerings, potentially exploring other vegetables and fresh produce to complement the core potato business.
- **Technology Integration:** Invest in automation, AI, and data analytics to enhance productivity and forecast market trends.

Revenue Model



Direct Sales: Revenue generated from the sale of high-quality potatoes to domestic retailers, wholesalers, and the hospitality sector.

Contract Farming: Income from tailored farming agreements with local farmers, ensuring a steady supply of potatoes for bulk distribution.



Export Sales: Revenue from exporting premium potatoes to international markets, focusing on food processors and retail chains.

Sustainability Premium: Potential additional revenue through the sale of sustainably farmed produce, attracting eco-conscious buyers and premium pricing.

Swot Analysis



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Strengths

- High-quality, sustainably farmed potatoes, ensuring customer satisfaction.
- Grower-owned model, offering control over production and quality.

Weakness

- Dependence on weather conditions and external factors for crop yield.
- Limited brand recognition in international markets.

Opportunities

- Expanding into global markets with increasing demand for premium agricultural products.
- Diversifying product offerings to include other vegetables and produce.

Threats

- Intense competition from both local and international potato suppliers.
- Potential supply chain disruptions due to logistical challenges or climate change.

GREIXO EXIM PRIVATE LIMITED leverages its strengths and opportunities to overcome weaknesses and threats, positioning itself as a leader in providing innovative, high-quality, and sustainable products.



Team Details



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JITENDRA PRASAD
SINGH

(Director)



NAMITA KUMARI

(Director)

THANK YOU

A yellow speech bubble with a pointed tail at the bottom right, set against a blue background. The words "THANK YOU" are cut out of the bubble in a bold, sans-serif font, revealing the blue background behind them.