



GREY MATTERS

A Monthly Magazine by Finance and Marketing Club



January'22

Edition

“I will tell you the secret to getting rich on Wall Street. You try to be greedy when others are fearful. And you try to be fearful when others are greedy.”

- Warren Buffett



NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)

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Are We Measuring Inflation Wrong?

Nobody likes inflation, the economic force that causes your daily cup of coffee to be more expensive tomorrow than it is today. But here's the thing: while inflation makes things more expensive over time, it's absolutely necessary for economic growth, and understanding what the inflation rate is, whether it's high or low, can help you make better financial decisions.

What is Inflation?

Inflation is the gradual increase in the price of goods and services. Too much inflation indicates that an economy is in trouble, but negative inflation, often known as deflation, is a far more serious issue. In order to encourage spending among businesses and consumers, and therefore build a baseline of economic growth, a level of inflation that is neither too high nor too low is required. The inflation rate, which is usually expressed as a percentage that reflects a year-over-year rate of rise, provides a quick and easy indicator of how consumers and companies purchasing power is changing. Inflation measurement is a national priority, and one of the central bank's



“Highlights”

Inflation refers to a general progressive increase in prices of goods and services in an economy.

Inflation expectations are simply the rate at which people—consumers, businesses, investors—expect prices to rise in the future.

India Households Inflation Expectations is projected to trend around 8.70 percent in 2022

RBI releases a bi-monthly publication called Inflation Expectations Survey of Households

main key responsibilities is to maintain a stable rate of inflation.

Inflation is calculated using various price indices used by the respective central bank of the country. But there is another component called ‘Inflation Expectations’

Why Inflation Expectations are important?

Inflation expectations are basically the pace at which people expect prices to rise in the future—consumers, corporations, and investors. They're important since actual inflation is influenced by our expectations. Businesses will seek to raise prices by (at least) 3% if everyone expects prices to grow by 3% during the following year, and workers and their unions will want similar hikes. If inflation expectations grow by one percentage



point, actual inflation will tend to climb by one percentage point as well, assuming all other factors remain constant.

The importance of 'anchoring inflation expectations' is frequently emphasised by central bankers. In other words, they want to use every instrument at their disposal to keep expectations in check so that inflation does not become an issue in the future.

A Viral Economics paper

Jeremy Rudd, a senior advisor of the US Federal Reserve (US Central Bank), recently [published a paper](#) claiming that the concept of "inflation expectations" is baseless. "Adhering to that without scrutiny might easily lead to major policy blunders," he says. The data supporting the "expected inflation hypothesis" is reviewed in the paper. He feels that this concept has become so embedded in

mainstream economics that it is now a "feature of reality" that "everyone knows" exists. However, research shows that inflation expectations have been persistently greater than observed inflation for quite some time. In other words, prices aren't rising as quickly as individuals, businesses, and central bankers expect in the United States. We may also need to examine how we use this theory to calibrate our policy decisions critically. In fact, Rudd's central argument throughout the paper is that economists frequently rely on intuitive conceptions like "inflation expectation" to explain the world as we see it, when the truth is often fundamentally counterintuitive or extremely complex. While this study is unlikely to revolutionise the way central banks operate overnight, it may encourage more individuals to consider the value of inflation expectations.



Brain Bulb Facts

Historians cite runaway inflation as a major cause of ancient Rome's fall.

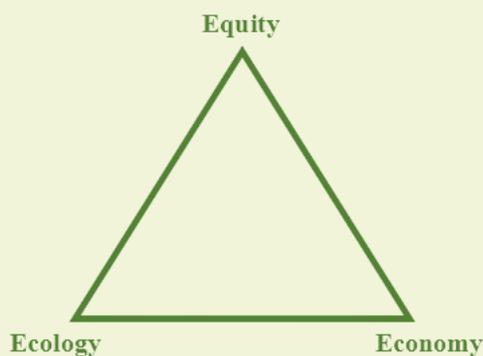
Hyperinflation occurred in Germany in 1920, leading to great social unrest. The purchasing power of money fell so low that the German currency, the Mark, became cheaper than firewood. Hitler blamed the Jews for spiralling inflation, which helped pave the way for the Holocaust.

The Zimbabwean dollar bank note holds the record for the greatest number of zeros shown (100,000,000,000,000). Hungary holds the record for the largest banknote ever issued, but its banknote did not depict all the zeros—the amount was spelled out.



Triple Top Line

The concept of the triple top line (TTL) was first explained by William McDonough and Michael Braungart in their book named 'Cradle to Cradle' in the year 2002. The TTL concept aims at developing products even from the designing stage and making those products without causing any impacts to the social and ecological world. The TTL level of thought process helps the corporates to enhance the wellbeing of nature as well as people through its economic activities.



The main objective of TTL is to maximize the positive impacts through economic activities to the society and environment and not in minimizing the harmful impacts. The shift from TBL to TTL helps in creating a strong relationship with nature and beyond sustainability, corporates can find out ways to monetize it. If such an ecologically sound business model is widely applied it helps the firm and nature to grow and sustain.

“Highlights”

Triple Top Line was first coined by McDonough and Braungart.

The concept of TTL revolves around 'doing the right things' instead of 'doing things the right way'.

It is portrayed as a triangle with each vertices denoting the triad of concern for every corporate - equity, ecology and economy.

It creates value through the intelligent design and interplay of equity, ecology and economy.

Difference between Triple Top Line and Triple Bottom Line

In TTL, the components in TBL i.e., people, planet, profit are replaced by equity, ecology, and economy respectively. This helps to shift the emphasis away from the purview of economic gain, in order to recognize the value of the environment and equitable outcomes for people (i.e., workers and consumers) which was overshadowed by the economic benefits in the TBL approach.

The TBL can be considered as a balancing act i.e., it includes a series of compromises between competing interest played out in the process and product design; whereas in TTL the intelligent design help in the dynamic interplay of economy, ecology, and equity rather than balancing it.



How to implement the TTL concept in a business?

General awareness and understanding of the current situation are of utmost importance while implementing any business changes. The organization's core competency, the environmental aspects of the organizational practices, and how this can be related to the customer needs must be analyzed before formulating a strategy.

The strategy formulation should be in a manner which should create an environmental value by exploiting the organization's strength and should align with the business strategy of the organization. The strategy should be in line with the customers' sustainability and product expectations. Several initiatives can be developed and initiated in order to keep the strategy alive. Measurement of progress in the strategy is possible through various environmental, financial,

and social indicators.

Once the strategy starts to progress within the organization, internal champions should be identified for taking the initiative forward. The early successes should be communicated within the organization to maintain the momentum.

Conclusion

As the consumers became more and more aware of the eco-friendliness and sustainability aspects of products that they are using, the companies are bound to adopt TBL and TTL-like approaches. The TTL approach, being a dynamic interplay among economy, equity and ecology provide long-term sustainability to the organization. The adoption of the TTL approach will focus on products that can be endlessly recycled and reused, which means essentially waste-free. TTL approach will help the organizations to increase their positive impacts on the society and environment.



Brain Bulb Facts

As of November 2021, there are more than 7,300 cryptocurrencies in existence. There are so many coins available because it is relatively easy to create a coin and put it there. But the top 20 coins accounts for about 86% of the cryptocurrency market.

The first bitcoin transaction was for pizza. On May 22, 2010, a man in Florida paid 10,000 bitcoins for two pizzas.



Digital Public Goods

India may be a leader within the development of digital public goods, which improve the simplicity, openness, and speed with which individuals, markets, and governments interact. Modular applications, big and little, are revolutionising the way we make payments, withdraw our PF, get our passport and driver's license, and check property records, to call a couple of activities, built on the bottom of Aadhaar and India Stack.

India features a chance to interact in digital diplomacy, bringing it made-in-India digital public goods to many growing economies throughout the planet. This could be an efficient strategic opposition to China's Belt and Road Initiative (BRI). However, India must modernise its technology, startup, and innovation ecosystems.

The Benefits of Digital Public Goods

- The cost of building an open source-based high school online educational infrastructure is a smaller amount than the value of physical infrastructure.
- The costs of conveying digital public goods are negligible as compared, and there's no risk of debt trapping.
- Digital public goods, unlike physical infrastructure like ports and roads, have a brief gestation

“Highlights”

India is pioneering the concept of digital public goods

India's ranking in digital competitiveness fell to the 48th position in 2020 from the 44 a year ago

India Ranks 59th in 'Digital Quality of Life Index 2021'

and an instantaneous and obvious impact and value.

- Processes are streamlined, and wait times for any service are significantly reduced.
- Plugs Leaks: Leaks are plugged by digital infrastructure. It eliminates "ghost" recipients of state services, eliminates "rent collectors," generates an audit trail, makes the individual-government-market relationship public, and provides efficiencies that assist return investments rapidly.
- Productivity improves, and services could also be swiftly scaled.
- While physical infrastructure depreciates, the digital public goods infrastructure grows.

Compounding occurs thanks to two factors.



One is that the advancement of technology. Chips are becoming faster, engines are becoming more powerful, and technology is recuperating.

The network effect is that the second explanation. the number of "transactions" using that technology grows rapidly as more people use it — whether it's Facebook posts or UPI transactions.

- PMGDISHA
- PRAGATI
- Digi Gaon
- Bharat Net
- Digital Depository
- SWAYAM
- Digital Locker facility
- BHIM



Way Forward

- It is important that any digital initiative's regulations take under consideration the terms of the private Data Protection Bill of 2019.
- Ensure inclusivity by considering factors like availability, accessibility, affordability, value, and trust.
- Ensure transparency through careful design principles, legislation, governance frameworks, and public participation.
- Ensuring citizen-centric design and inclusive access to services at the walk will assist promote uptake and sustain these ecosystems.

India's Digital Ecosystem Challenges:

- Privacy Concerns with Digital Public Goods
- Inequalities are widening
- Ensuring end-to-end data protection across the whole ecosystem

An example is that the suspected breach of the Aadhar database.

- Un-serviced Rural Areas

Digital Schemes by Indian Government

- Digital India
- Digital Saksharta Abhiyan

From Peru to Polynesia, Uruguay to Uganda, and Kenya to Kazakhstan, India's digital diplomacy can benefit and be welcomed by all rising economies. it's the potential to export made-in-India digital public goods round the world, bolstering India's identity as a premier technological actor within the digital age.



World Inequality Report 2022

The world inequality report was return by Thomas Piketty and Lucas Chancel who have return a paper on inequality in India between 1922 and 2015. The report says every large region of the world except Europe and especially talking about incomes not wealth has a situation where bottom 50% of the population on income pyramid owns less than 15% share of the income which sounds bad but it gets worse in some regions, for example Latin America, Sub-Saharan Africa and middle east north Africa mania as it's called its below 10% so inequality is even higher. Similarly richest 10% in this all over the world have more than 40% of the world's income, now this is Incomes. If we come to global wealth because income ultimately becomes wealth. Wealth also grows and adds to income like it can be interest, stock market, real estate, or can it can be gold or bit coin for all you know.

Bottom 50% of the world has less than 2% of global wealth. Top 10% have more than 76% of global wealth. Top 10% in fact across world shown their wealth growing slower than before. Top 1% growing much faster than before. So, between 1995 to 2021, top 1% collected 38 percent of global increment in wealth over these 26 years which led to increase in inequality. Similarly bottom 50% earned only below 2% of global wealth. And global 0.1% of the world's earners saw their share of global wealth grow up by 7% to 11%.

"Highlights"

The world inequality report was return by Thomas Piketty and Lucas Chancel

Raising inequality after 1980 is result of new entrepreneurial culture

The report shows 10% of richest own 52% and 50% of poorest own 8.5%

The bottom 50% of the population on income period own 15% share of

Between 1945 and 1980 the world had seen an epoch of increasing in equality or decreasing inequality. But inequality was less in India in this period because Indian middle class is much smaller than it is now. After economic reform, inequality may look higher because Indian middle class is much bigger and Indian capitalist class is enormously bigger but that doesn't mean that fate of Indian poor was better until 1980 than it is now.



Source: wir2022.wid.world/methodology

Inequality rise

Raising inequality after 1980 is the result of a new entrepreneurial culture. The report blames Regan-Thatcher doctrine



for rising inequality since 1980. Thatcher came into Uk, Regan came into America who changed the world economic thinking in a certain way and that has continued despite some setbacks like 2008 global financial crisis etc. In mid-70 the socialist era in Britan which ruined the Britan’s economy and that bought Thatcher in and who make all the radical changes. The direction of global economy was set In the Regan thatcher era. This entrepreneurial culture that is the post reign thatcher where regulation taxes, labour unions and minimum wage laws things that moderated inequalities has been dumped and on the other hand the idea is to make as much profit as possible and to be completely unapologetic about it and that needs to be changed

This report tells us that 10% of the richest own 52% and 50% of the poorest own 8.5% which shows inequality. Further the Middle east north Africa is the most unequal region in the world. Europe actually is in the best situation where the top 10% own only 36% of the wealth but this is not an equalization of poverty or equalization of the richest. East Asia has about 43% wealth owned by top 10% and Latin America gets worse its 55 percent. In the rest of the world there are countries with exception so Brazil and India have a very high level of inequalities also large populations. Some countries have somewhat moderate to high level of inequalities like China, Malaysia and Uruguay in Latin America. Close to early 20th century at the peak of western imperialism there was a massive

inequality in the world and today global inequality levels have come close to where they in the beginning of 20th century and that makes it look ugly. And there are other usual socialist crimes which is like governments are becoming poorer where government does not do adequately.

Table 1: Inequality outlook

	Income		Wealth	
	Avg. Income (PPP €)	Share of total (%)	Avg. Wealth (PPP €)	Share of total (%)
Full population	11 630	100%	19131	100%
Bottom 50%	4 424	19%	2 254	5.9%
Middle 40%	12 473	42.9%	17 749	37.1%
Top 10%	44 287	38%	109 047	57.0%
Top 1%	115 253	9.9%	474 449	24.8%
Top 10% to Bot. 50% Income gap			1 to 10	
Female labor share			14%	
GHG footprint			3 tCO2e / capita	
Transparency index			1/20	

Source: wir2022.wid.world/methodology

Suggestions of report

The report says Challenges of 21st century cannot be met unless we address the question of significant redistribution of income and wealth. The welfare state that came in mid-20th century which was based on steep taxation rate which is been given up can be get back. So, the prescription of the report is the progressive taxation. The best way of removing poverty is to get more people to move up the pyramid. It is to create an entrepreneurial environment so more growth takes place. Make more people less poor.



The Sliding Rupee

The US dollar is regarded as one of the world's most valued currencies. Its status is such that it is used to value the majority of international trade and exchange. The value of the dollar has always been higher than that of most other currencies. Kuwaiti Dinar, Bahrain Dinar, British Pound, and Euro are some of the higher-denomination currencies.

History of Indian Rupee vs Dollar

The history effectively begins in 1944, when the Britton Woods Accord was passed. The value of every currency in the world was decided by this agreement. During the period of India's independence, everyone was gradually adjusting to it.

Since 1947, when India gained independence, the value of the rupee has steadily declined. According to the contemporary metric system, the value of INR to USD in 1913 should be 0.09, and if we stick to the 1 USD = 1 INR argument, the value rose to 3.31 in 1948, 3.67 in 1949, and 7.50 in 1970.

According to recent surveys, Indian rupee is Asia's worst performing currency as rupee has been falling dramatically against the Dollar in recent months. In the quarter of Sept – Dec 2021 Indian rupee declined 1.9% as global investors pulled \$4.2 billion worth of capital out of the country's stock market, the most among regional markets where data is available.

"Highlights"

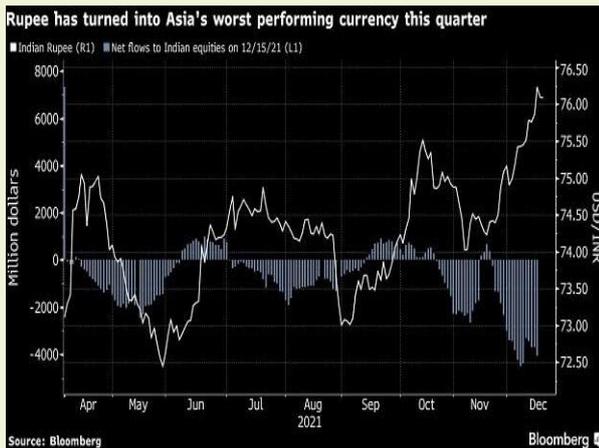
The currency has declined 2% this quarter as global funds pulled \$4.2 billion of capital out of the country's stock market.

The rupee is set to drop about 4% this year in a fourth straight year of losses.

India's deficit widened to an all-time high of roughly \$23 billion in November

Why it is happening?

- India's deficit widened to an all-time high of roughly \$23 billion in November, attributable to increased imports. The rise in oil prices is driving this expanding deficit.
- Divergences in policy Between the RBI and also the Federal Reserve: The strengthening of the US dollar in response to predictions of stronger US economic process and favourable interest rates supplied by the Federal Reserve (the US central bank). The bank of India has been buying dollars on a relentless basis to extend its reserves and indurate potential instability.



- Capital Exodus: The benchmark S&P BSE Sensex Index has fallen by roughly 10% from its all-time high reached in October 2021.

- Concerns regarding the Omicron virus are upsetting the world market at the instant.

How it impacts?

Falling value of Indian rupee has both negative and positive impact

- **Positive:** It gives boost to exports. Exporters make money as the Dollar is priced high
- **Negative:** It leads to more inflation, which is the big challenge for RBI. Because inflation in India is touching new high.



Brain Bulb Facts

25th December on the occasion of the Good Governance Day the government released the Good Governance Index 2021. GGI is a comprehensive and implementable framework to assess the State of Governance across the States and UTs which enables ranking of States/Districts.

The objective of GGI is to create a tool that can be used uniformly across the States to assess the impact of various interventions taken up by the Central and State Governments including UTs. The GGI 2021 says that 20 States have improved their composite GGI scores over the GGI 2019 index scores. It is based on ten sectors and 58 indicators. Gujarat has topped the composite ranking in the Good Governance Index 2021 covering 10 sectors, followed by Maharashtra and Goa.



Circular Supply Chain Management

The sustainability of supply chains is becoming increasingly crucial for the future of business and the globe as a whole. Many global companies are investing lots of money into sustainable activities like energy efficiency, product packaging, alternative fuels, optimized routes, etc. in order to reduce waste and carbon emissions. Recently, companies have started moving towards a circular supply chain to use waste as a raw material.

What is a Circular Economy?

A circular economy is a type of economic system that aims to eliminate waste and make continuous use of resources. A circular economy model is far better than the traditional linear economy model (cradle-to-grave approach of production and consumption) because the traditional model generates a huge amount of waste. This circular economy is based on the principle of 6R's namely reuses, reduce, recycle, redesign, remanufacturing and repair operations of utilized products, by-products, and services to create a closed-loop system to minimize resource inputs and reduce waste, pollution, and carbon emissions.

Circular Supply Chain Management

Implementation of the circular economy into supply chain management is called Circular Supply Chain Management.

“Highlights”

A circular economy is a type of economic system that aims to eliminate waste and make continuous use of resources.

Implementation of circular economy into supply chain management is called as Circular Supply Chain Management.

Renault is the first company to use circular supply chain model even before the term existed.

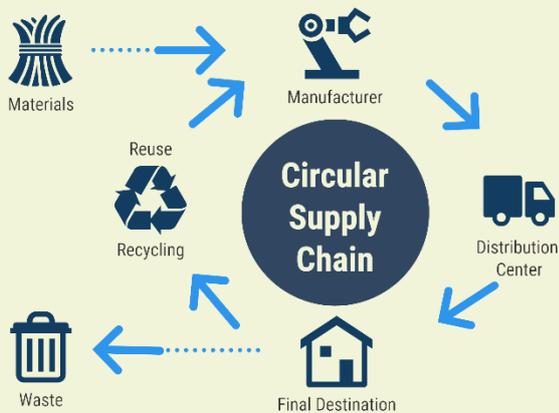
Adidas partnered with Parley for the Oceans to help end plastic waste through the help of sports.

The circular supply chain promotes manufacturers and dealers to reuse abandoned materials. Companies are reusing discarded parts or melting down different parts in order to use them as raw materials rather than developing one-time-use products. The traditional linear model of “take-make-consume-dispose” is not economical and that is costing firms as they grapple with the pricing of raw materials and its volatility. That’s why companies are deciding to loop their supply chains so that they can reduce both cost and waste thus will help in developing a sustainable supply chain.

Many countries have created such laws and regulations regarding recycling and waste disposal to push businesses to adopt a circular supply chain. While some



countries are providing incentives to businesses for becoming green.



Examples of Circular Supply Chain

1. Circular Supply Chain Model of Renault:

Renault is the first company to use a circular supply chain model even before the term existed. After World War II, to recover from the devastating effect Renault began to offer the used vehicle parts at a discount but with the same guarantee and warranty as new parts.

2. Nike’s “Reuse a shoe” program:

Nike's sustainability report mentions the company's efforts to achieve zero

waste in its supply chain. Nike says that 71% of its shoes are made with recycled materials from their production process. In 2015, Nike recovered around 92% of its waste. Nike recollects the used shoes and transforms them into Grind materials for the manufacturing of new shoes.

3. Circular Supply Chain Project of Adidas:

Adidas partnered with Parley for the Oceans to help end plastic waste through the help of sports. Adidas will produce 11 million sneakers with that plastic waste. Adidas is also successful in its recycled line for the shoes.

Going Green is a hot topic in every industry. Nowadays consumers think twice before any purchasing decision. As noted in the Nielsen survey, around 66% of global consumers are ready to pay more money for the products that are sustainable. Thus, it is important for the companies in different sectors to go with a circular supply chain so that it will help companies to reduce manufacturing costs so as to increase profitability as well as become environment friendly.



Great depression 1929

Worldwide economic down turn which started in the 1929 and lasts till 1939. it was longest and severe depression with the fundamental changes in the economic institutions, macroeconomic policy and economic theory which has originated in the USA later wide spread and the outcomes are declines in output, acute deflation across the different economies of the world but the timing and severity is different across the countries like it was milder in Japan and intensive in Latin America where as in the United States and Europe severe for long the time

Reasons

Perhaps not surprisingly, the worst depression ever experienced by the world economy stemmed from a multitude of causes. Declines in consumer demand, financial panics, and misguided government policies caused economic output to fall in the United States, while the gold standard, which linked nearly all the countries of the world in a network of fixed currency exchange rates, played a key role in transmitting the American downturn to other countries and recovery from the depression happened after the abandonment of the gold standard and changes in the monetary policies

Unemployment Reached 25%

During the 1933 the unemployment reached from 3% to 25% of the nation's

"Highlights"

Great depression started in 1929 and lasts till 1939

USA Gross domestic product was decreased to \$55 billion from the \$103 billion

oct 24,1929 which is called as "Black Thursday" following next four days there was the fall in the stock market by 22%

In 1942, defense spending added \$23 billion to the debt. In 1943, it added another \$64 billion.

workforce and also wages are decreased for those who are in the Jobs.

USA Gross domestic product was decreased to \$55 billion from the \$103 billion and the consumer Price Index fell 27% during the November 1929 to March 1933, Reported by the Bureau of Labour statistics. Panicked government leaders passed the Smoot-Hawley tariff in 1930 to protect domestic industries and jobs, but it actually worsened the issue. World trade plummeted 66% as measured in U.S. dollars between 1929 and 1934

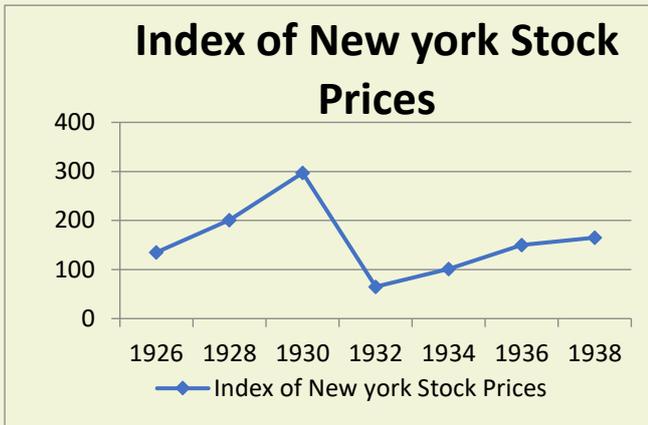
Stock Exchange

Great depression started at oct 24,1929 which is called as "Black Thursday" following next four days there was the fall in the stock market by 22% which costs



around \$30 billion which is more than the loss the caused due to the World War -1

depression Within 100 days, he signed the New Deal into law, creating new agencies throughout its lifetime They were designed to Create Jobs, employment insurance and allow unionization these programs are still existing and safe guarding the economy from the future the depressions



Source: www.nyse.com

How it ended

Newly elected President Franklin D. Roosevelt during promised that he 1932 would create federal government programs to end the Great

Many argue that World War II, not the New Deal, ended the Depression. Still, others contend that if FDR had spent as much on the New Deal as he did during the War, it would have ended the Depression.

In the nine years between the launch of the New Deal and the attack on Pearl Harbor, FDR increased the debt by \$3 billion. In 1942, defense spending added \$23 billion to the debt. In 1943, it added another \$64 billion.



Brain Bulb Facts

India holds about Rs 9,000 crore or 2.18 billion swiss francs in Swiss banks at the end of 2012 according to data by Swiss National bank.

India saw black money outflow of \$123 billion from 2001-2010 India ranks 8th among the top ten developing countries with illicit funds outflow at \$1.6 billion according to report by Global Financial Integrity in December 2012

Global Financial Integrity report titled illicit Financial Flows found that only 27.8% of India's illicit assets are held domestically and 73% make their way overseas.





Startup Watch

Cropin



Founders: Krishna Kumar



Year: 2010

Sector: AI and data-lead-Agritech organisation

Headquarters: Bangalore, Karnataka

Legal Name: CropIn Technology Solutions Private Limited

Website Link: www.cropin.com

Innovative Idea:

CropIn is an intuitive, intelligent, self-evolving system that delivers future-ready farming solutions to the entire agricultural sector. They deliver decision-making tools that bring consistency, dependability and sustainability to agri-businesses. With capabilities of live reporting, analysis,

interpretation and insight that span across geographies, they're digitizing every farm, while data-managing the entire ecosystem. Their smarter Agri solutions are powered in real-time; for you to archive patterns, predict trends, to make a blueprint for your business in the times to come.

Vision:

Maximizing per acre value

Mission:

To make every farm traceable

Products and reach:

Their tailor-made solutions let you track, manage & monitor every step – from input to execution—all in one.

Smart farm to Track your farm with accuracy. Get alerts, imagery and notifications to monitor and respond to factors in real time.

Smart ware to Experience supply chain solutions on your mobile. From plant seeding to product sales – track and trace every move with total transparency

Smart Sales to Maximize sales



performance and activity – during pre-season, season and post-season – with a swift, prompt and intelligent system.

Smart risk to Mitigate risk, monitor assets and sharpen evaluation with an intuitive remote sensing solution, powered by alternate data

Funding:

Total Funding Amount of \$ 33.1M to date with latest series c funding

Investors- Seeders, CDC investment works, Ankur Capital, Invested development, Chiratae ventures

Competitors:

Ninjacart, Gramophone, Enablon and Ubees etc.

Total Funding
\$ 33.1 M





Startup Watch

FRAZOO



Founders: Vikas Dosala, Atul Kumar, Sumit Rai, Aashish Krishnatre



Year: 2016

Sector: Agritech (B2B, D2C)

Headquarters: Mumbai, Maharashtra

Legal Name: VnF Ideas Private Limited

Website Link: www.fraazo.com/

Innovative Idea:

Fraazo was started as an agritech start-up that provides fresh groceries from the farm to the customers' doorstep within 18 hours. It follows farm to fork model where it owns the entire back-end supply chain starting from farmer tie up till delivering the products to customers. The customers can utilize the online platform to place

their orders. The post-harvest management of the diversified farm produce that the company is handling is one of the most challenging activities. As it grows, Fraazo became a part of the retail brand of VnF Ideas Private Limited. This widens the farmer window for Fraazo to source the produce.

Mission:

Our mission is to be a leading manufacturer providing superior quality products and services at competitive prices. We want to be a globally innovative and competitive business providing 100% genuine services to our customers. We are committed to total customer satisfaction by providing quality products & services.

Products and reach:

Fraazo is offering farm-fresh vegetables, fruits, herbs and leafy products, dry fruits, dairy products, and leafy vegetables cultivated through hydroponics. At present, Fraazo has a presence in the urban and semiurban areas of Mumbai.



Funding:

Fraazo accounts for a total funding amount of \$50 M till 13th October 2021 and which is through series B funding.

The key investors of Fraazo are WestBridge Capital Partners, NABVENTURES, Sixth Sense Ventures, Apar Industries, Equanimity Investments.

Total Funding
\$ 50 M

Competitors:

Dunzo, Ninjacart, BigBasket, and Grofers.



Brain Bulb Facts

The Great Depression was a time of great economic crisis during the 1930s. It began with the crash of the stock market in October of 1929. The stock market lost almost 90% of its value between 1929 and 1933. In 1929, the unemployment was around 3% but it reached 25% by 1933. The average family income dropped by 40% during those times. More than \$1 billion in bank deposits were lost due to bank closings. The worst years of the Great Depression was 1932 and 1933. Around 300,000 companies went out of business. Millions of people migrated away from the Dust Bowl region in the Midwest. Around 200,000 migrants moved to California.



Quiz Matters

1. Bilateral monopoly refers to the market situation of?

- A. Two sellers, two buyers
- B. One seller, two buyers
- C. Two sellers, one buyer
- D. One seller, one buyer

2. Which of the following is not a form of online marketing?

- A. Tele marketing
- B. Content marketing
- C. Video marketing
- D. Social media marketing

3. A new and developing market avenue, companies and entrepreneurs always look to get ahead in the learning curve of the market.

- A. Scarcity Market
- B. Guerrilla market
- C. Nascent Market
- D. Viral Market

4. The main marketing objective for maturity stage of the PLC, among the following?

- A. Harvest
- B. Differentiation
- C. Deletion
- D. Maintain brand loyalty

5. Which type of goods are purchased out of fear by the customer?

- A. Shopping goods
- B. Unsought goods
- C. Both A & B
- D. Convenience goods

6. Apple iPhone market targeting strategy is an example of?

- A. Selective specialization
- B. Single Segment Concentration
- C. Market Specialization



D. Product Specialization

7. Which of the following is an example of Service Marketing?

- A. Disney set up a park in India
- B. Air India selling tickets on 'Spouse Free Scheme'
- C. Setting up an Ayurvedic Massage centre
- D. AIDS awareness campaign

8. Which statistical tool is used in market research to determine how different features of a product affect the buying behaviour in the consumer's mind?

- A. SWOT Analysis
- B. PEST Analysis
- C. BCG Matrix
- D. Conjoint Analysis

9. What is called the process of selling a product at different prices?

- A. Dual Pricing
- B. Monopoly Pricing
- C. Multi Pricing
- D. Prize Lining

10. Different baby products produced and marketed by Johnson & Johnson is an example of?

- A. Selective Specialization
- B. Single Segment Concentration
- C. Market Specialization
- D. Product Specialization

ANSWERS

- 1. D
- 2. A
- 3. C
- 4. D
- 5. B
- 6. B
- 7. C
- 8. D
- 9. A
- 10. C



Business Scan

December 1

[Cane arrear reaches Rs 4,445 cr in 2020-21 season, maximum in UP](#)

December 3

[Agri-tech firm AgNext Technologies partners with NAFED](#)

December 6

[Tomato prices skyrocket to Rs 140/kg in southern India due to rains](#)

December 7

[India exports 9.39 lakh tonnes of sugar so far this marketing year: AISTA](#)

[Centre disburses Rs 2,071 cr loan for 4,000-odd projects so far under Agri Infra fund](#)

December 8

[NABARD projects Rs 36,292 crore credit potential for FY22](#)

December 9

[States can distribute jowar, ragi via ration shops within 6-7 months after procurement](#)

[Government procures paddy worth nearly Rs 64,000 crore at MSP in 2021-22 mkt year so far](#)

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[Committee on MSP to be set up 'very soon in near future': Agriculture Secretary](#)

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[Government creating unique IDs of farmers enrolled under agri-schemes](#)

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[CCEA clears implementation of PM Krishi Sinchayee Yojana for 2021-26](#)

[Assam specialty tea auctioned for 'record' Rs 99,999 per kg](#)

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[Centre to set up labs to certify chemical-free land, organic products](#)

December 17



[Centre rules out hike in minimum selling prices of sugar](#)

December 20

[Agri tech firm AgNext to assess Lakadong turmeric using curcumin testing technology](#)

December 21

[NITI Aayog enters into agreement with UN WFP to diversify food basket in programmes](#)

December 22

[Retail prices of tomatoes down 13 per cent in last one week, 24 per cent in past one month](#)

December 23

[India can generate USD 813 bn in revenues from agri, food sector by 2030](#)

December 24

[Govt imposes stock limits on soyameal till June 2022 to check price rise](#)

December 27

[Government's paddy procurement reaches 443.49 lakh tonnes in October-December](#)

December 28

[FSSAI draft norms on GM food unacceptable](#)

[Record food grains production likely in 2022](#)

December 29

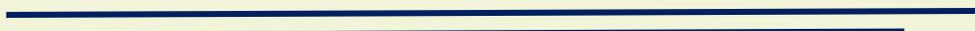
[PM Modi to release Rs 20K cr to more than 10 cr beneficiaries under PM-KISAN](#)

December 31

[Mustard seed sowing up 22%; wheat slightly down this rabi season: Agriculture Ministry](#)

[India takes new steps to kick old habits of stubble burning](#)

[APEDA: Continue to focus on creating infra, clusters with state governments](#)



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