



stellapps



Dairy Digitization
Increasing Farmer Income
Traceability and Transparency

Stellapps innovative applications leverage Internet of Things (IoT) & Big Data to enhance milk production, procurement, cold chain, animal productivity and enable value added services to farmers. We bridge the gap between sectors through our collaborative smartMoo™ platform to enable financial inclusion and provision of extension services to farmers.



Increase in milk quality



Increased procurement efficiency



Increase in profitability



Transparency & traceability



Increased farmer loyalty

smartAMCU & smartCC™

Comprehensive milk procurement solution



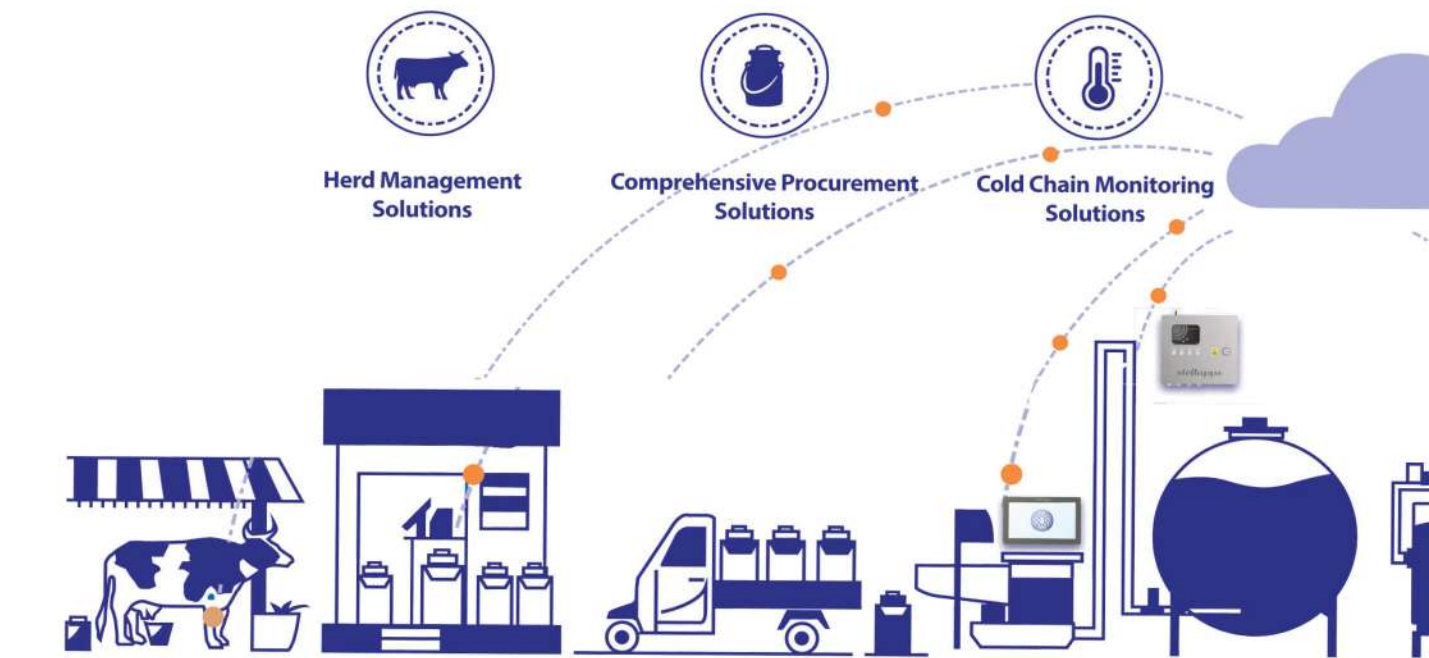
- Automated milk procurement | Real-time monitoring of milk collection | Advanced reporting automated financial statements | Direct farmer payments
- Enhanced milk productivity | Increased farmer loyalty | Increased farmer income

ConTrak®

Cold chain management solution



- Milk quality management | Temperature, volume & power management | Star rating for BMCs | Cleaning In Place detection
- Increased quality of milk | Eliminates pilferage & adulteration | Reduced chilling costs





Herd management solution

- Realtime cattle health monitoring | Nutrition advisory | Reproductive management
- Reduced cattle maintenance costs | Reduced intercalving period | Improved productivity



FinTech solution for Dairy Farmers

- Direct farmer payments | Farmer credit worthiness assessment | Auto payment collection
- Financial inclusion | Credit services to farmers | Increase in farmer income



Customized ERP solutions for Dairies

- Supplier management | Inventory management | Automated transaction reports & payments
- Provision of value added services to farmers | Seamless integration of operations



Livestock insurance solution

- AI enabled risk assessment | Automatic premium payment collection | Sachet Insurance
- Fraud reduction | Easy claim process | Differential premium





2.7 Million farmers



1 Million cattle



13 Million liters of milk /day



200+ Customers



35,000+ Villages



“Stellapps has helped us establish a direct connection with farmers. Stellapps solutions has helped us improve milk quality, maintain transparency in collection process and monitor collection mechanisms in real-time”

- **Abhinav Shah, Co-Founder and CEO**



Stellapps is recognized as the only Cool Vendor in IoT Platforms for Agriculture from India.”

- **Gartner Research and Advisory**

PARTNERS

OMNIVORE PARTNERS

ABB TECHNOLOGY VENTURES

INDUSAGE PARTNERS

Qualcomm ventures

IITM INCUBATION CELL



BLUME VENTURES

CLIENTS



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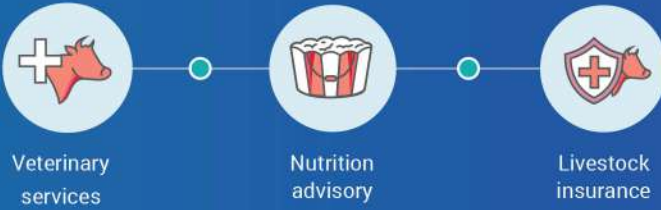
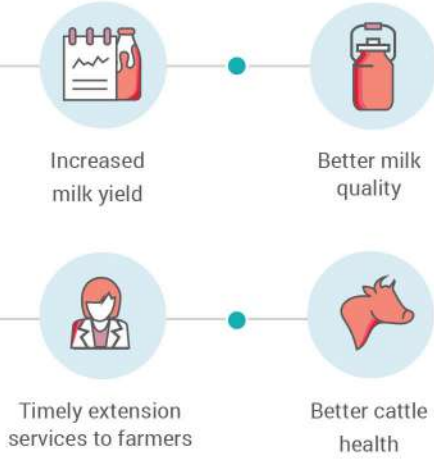
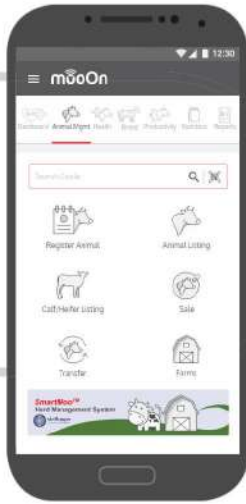
mooOn



The perfect herd management solution for Indian farmers



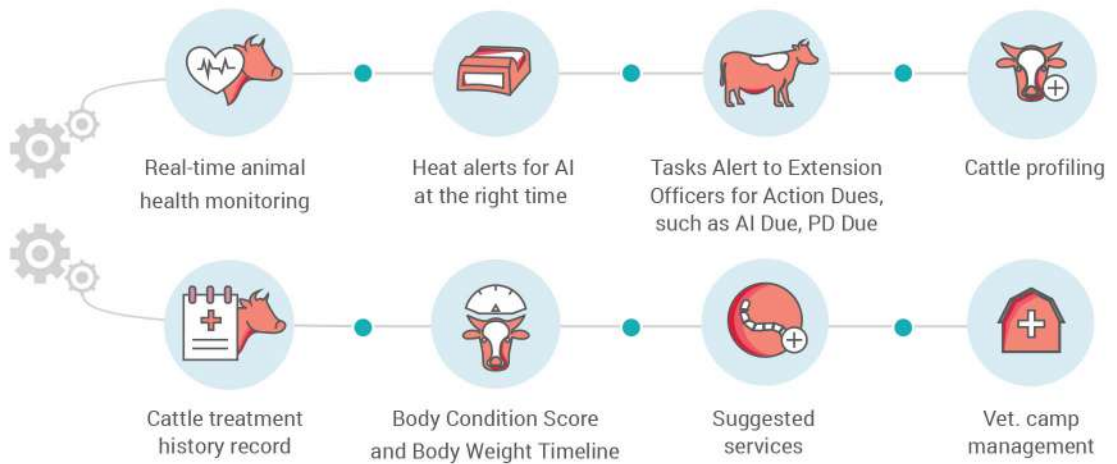
Are you able to ensure?

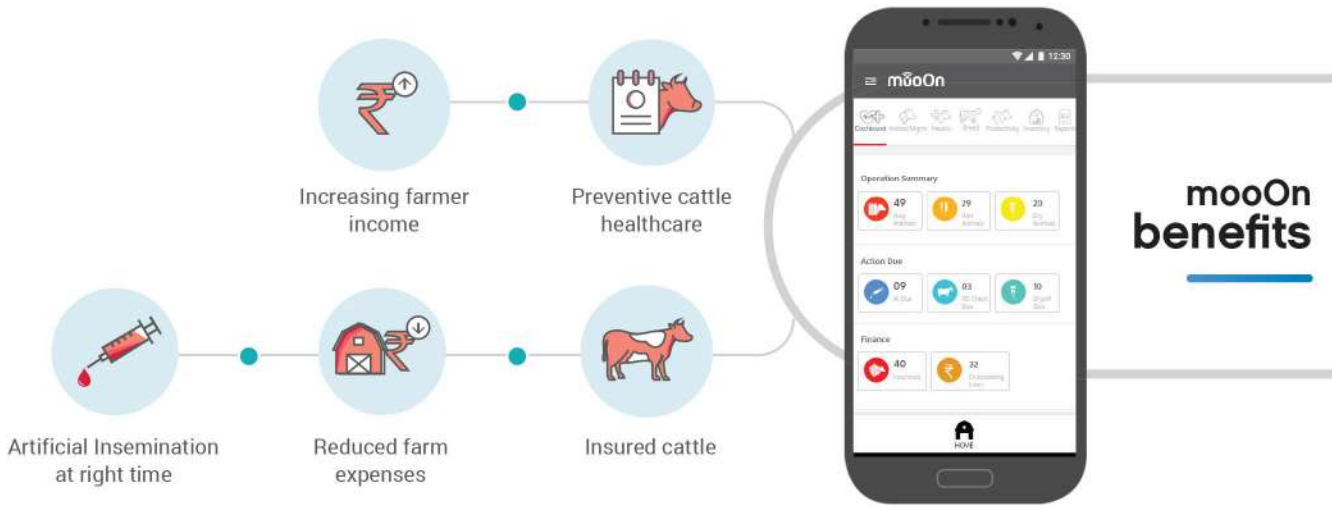


Enabling value added services to farmers
 mooOn platform links smallholder farmers to extension services

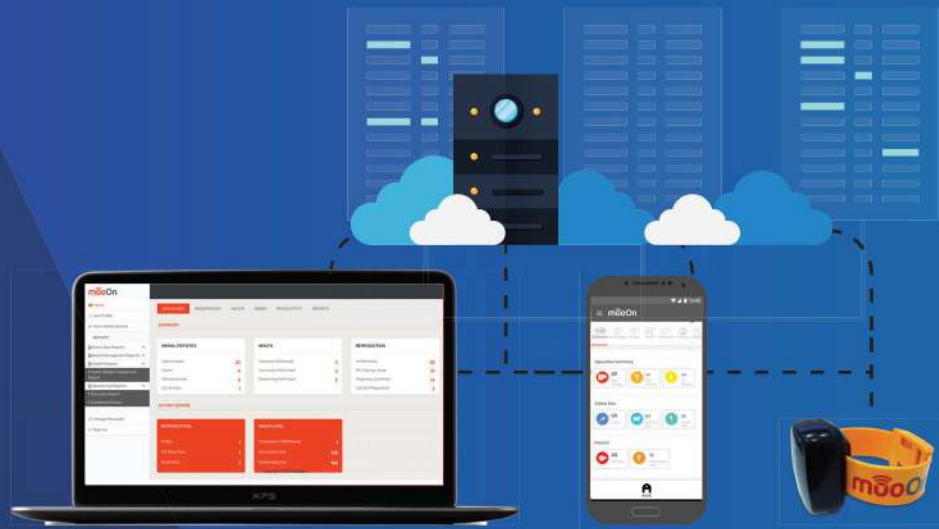


mooOn features





mooOn solution deployment



Typical Deployment for Dairy Milk Processor





SOME OF OUR CUSTOMERS



stellapps
Smart Systems. Stellar Applications.

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PRINT EDITION
October 2019





stellapps[®]
Smart Systems, Stellar Applications.



smartAMCU[™]












*One stop solution for all your milk procurement needs
Powered by IoT, Cloud Computing and Analytics*

Technology for the data - driven dairy industry

smartAMCU™ is an automatic milk collection unit controlled by an android IoT device which enables internet-based, real-time acquisition and dissemination of milk procurement data, integrated with smartCC, procurement ERP platform and farmer payment gateway.



Key Features

-  Replacement of PC based manual entry with Android IoT devices
-  Cloud based procurement ERP
-  Real time direct payment to farmers
-  Wireless data transfer
-  Automatic farmer identification
-  Integration of procurement activity of VLCC,CC,BMC
-  Centralized calibration and monitoring
-  Remote maintenance of rate charts
-  Auto generation of transaction and financial documents
-  Associated price templates
-  Capturing of cleaning and calibration records of MA



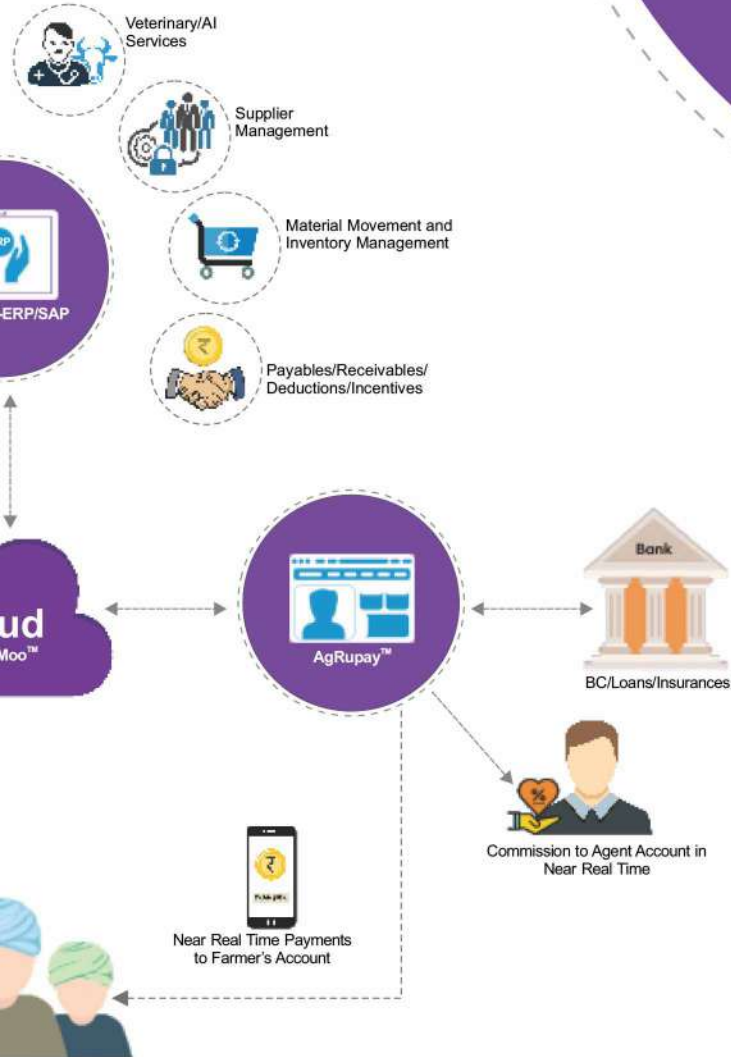
Real time sms and email alerts









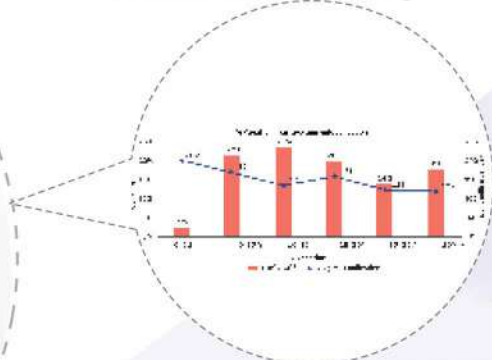
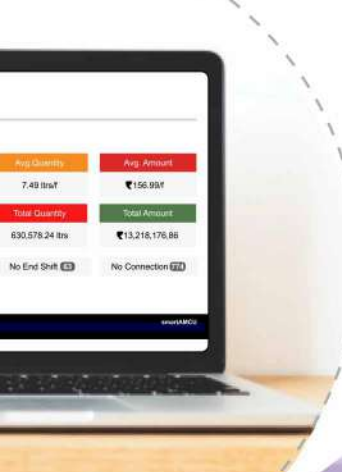
smartAMCU™ is the Right Choice

The smartAMCU™ technology gives you the opportunity to improve operations while scaling up your business profitability



-  Payable amount after deductions
-  Partnership with secured payment gateways
-  Payment tracking and alerts
-  Collection agents as banking correspondents
-  Customizable features
-  Committed technical support
-  Animal level tracking with HMS(Herd management system)

Advanced report and trend analysis for better decision making





Value added services to farmers



Increased farmer loyalty



Transparent procurement solution



Improved milk quality



Informed decision based on data



“The real time procurement data from smartAMCU™ and the analytics is helping me to take informed and wiser decisions in the highly competitive dairy business.”

- Raj Kanwar Singh, CEO, Creamline Dairy Products Ltd. Godrej

“The integration of smartAMCU™ with procurement ERP and farmer payment gateways paves the way for an efficient milk procurement process and value-added benefits to farmers.”

- Abhinav Shah, Co-Founder & CEO, OSAM Dairy

“Stellapps came for our help in the right time to closely monitor the procurement operations, bringing in transparency, improve milk quality standards and increase the efficiency through automation in procurement.”

- SB Singh, Officer on Special Duty (UP), Banas Dairy, Amul



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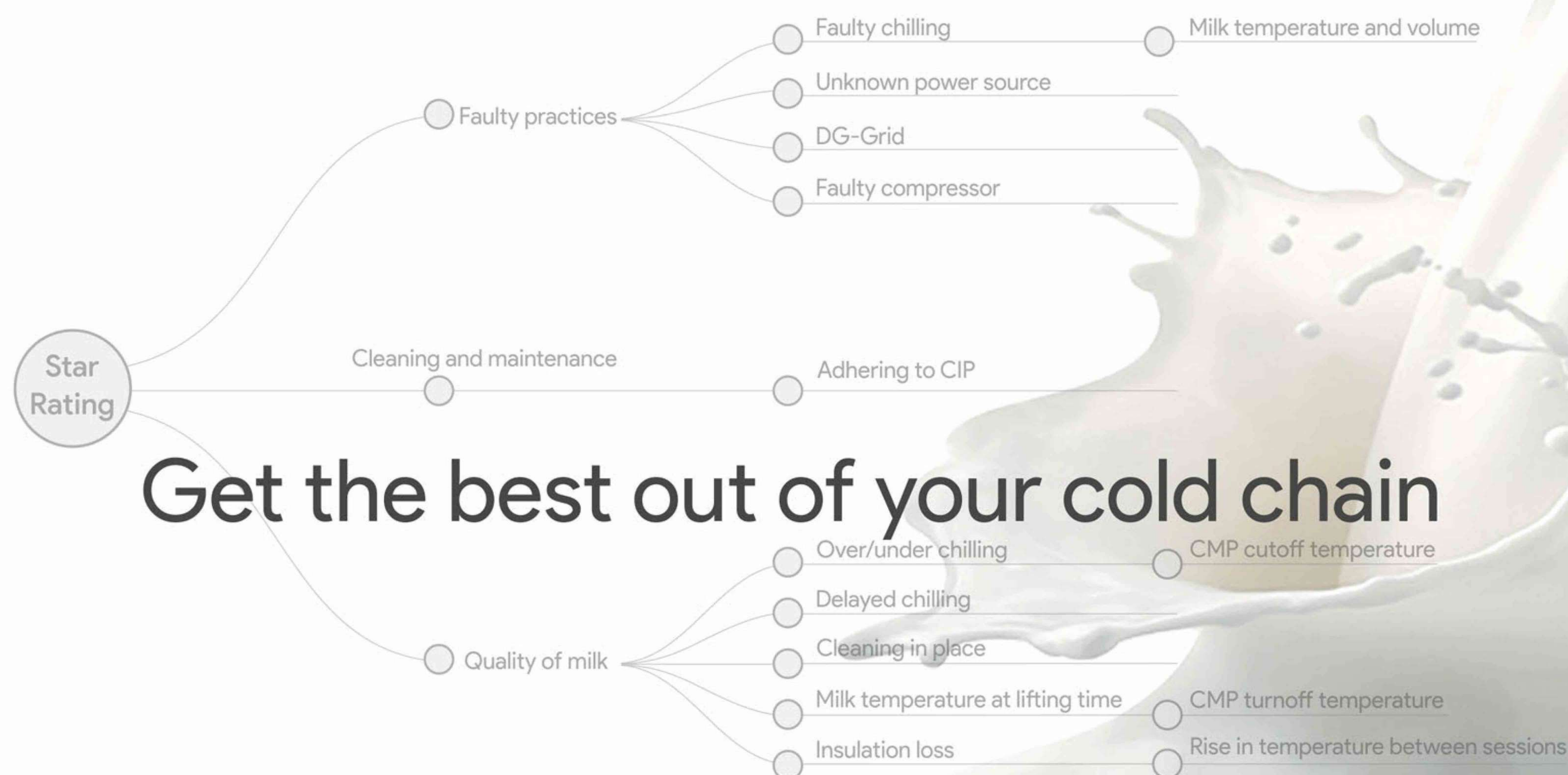
stellapps
Smart Systems, Stellar Applications.



ConTrak™

End to End Cold Chain Management Solution

For bulk milk coolers, silos, cold rooms, deep freezers ...



Get the best out of your cold chain

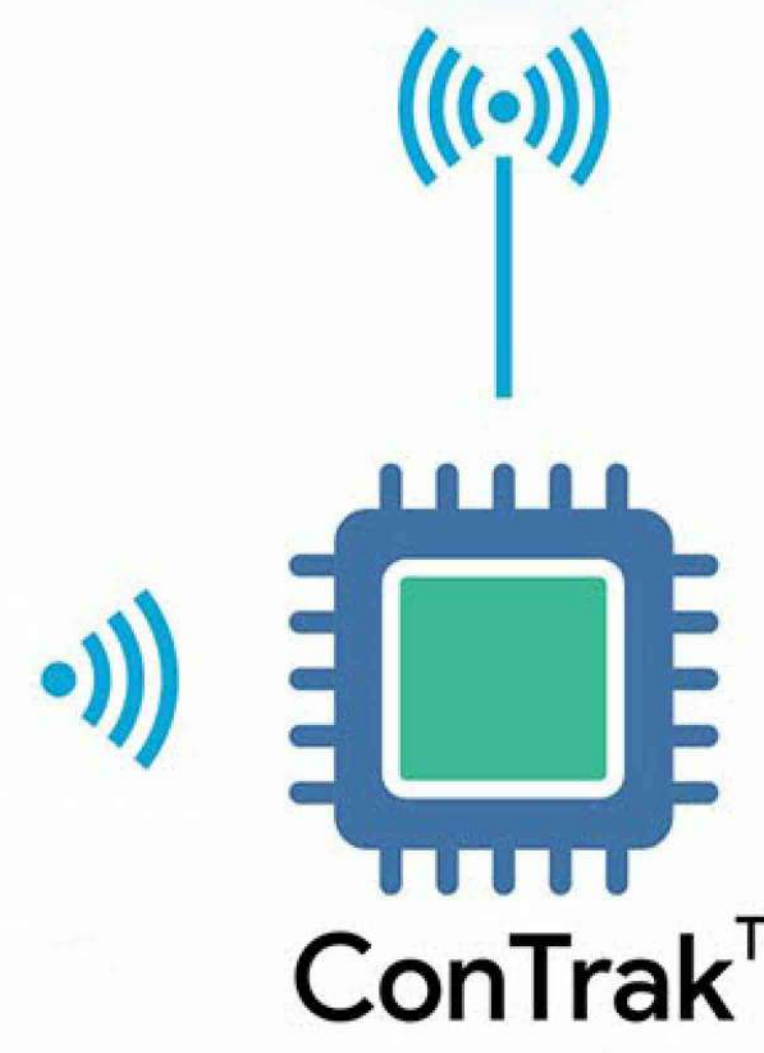
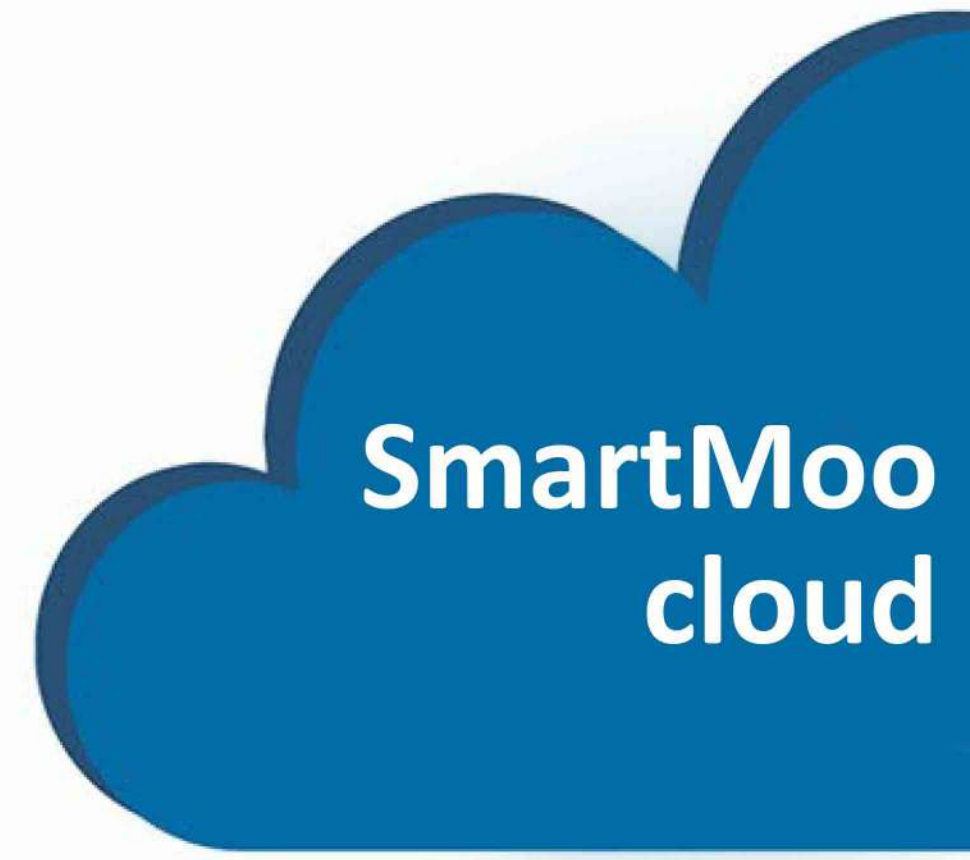
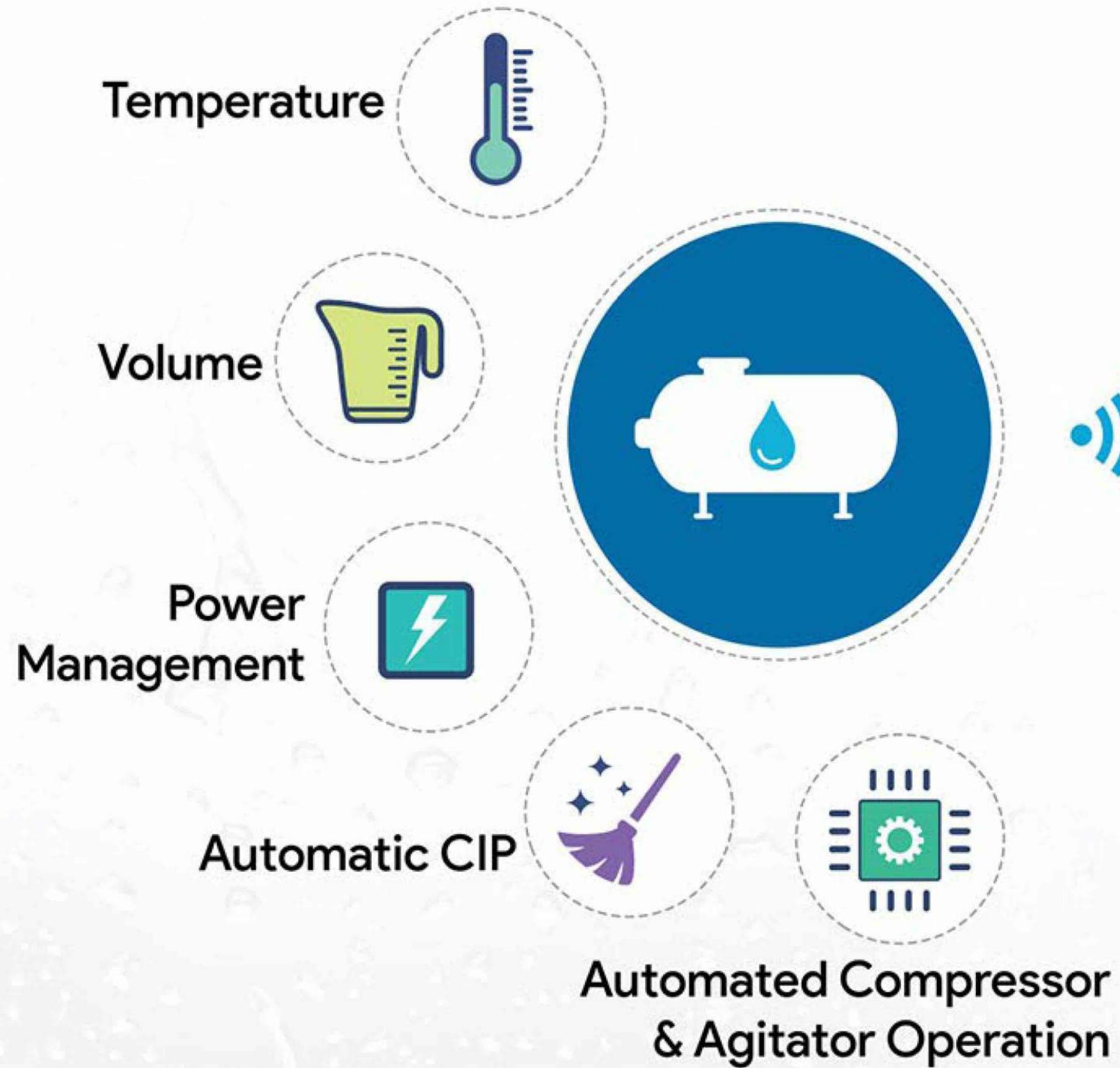
Are you able to ensure?

- 🔹 Freshness of procured milk
- 🔹 Prevention of pilferage
- 🔹 Optimal energy usage
- 🔹 Timely Cleaning in Place



Features

- Milk Quality Management
- Monitoring Temperature Variation
- Power Management
- Logistics Management
- Pilferage Check
- Cleaning & Maintenance
- Performance Monitoring
- Wireless Sensors



CRITICAL ALERTS
Under Cooling
Over Cooling
CU Inaction
BMC Malfunction
Maintenance Alerts
Volume Drop



Control and Track Cold Chain Operations Remotely with Stellapps ConTrak™

ConTrak™ enables IoT-based, real time management of cold chain with enhanced reporting increased efficiency, better milk quality, cleaning in place adherence, low operational cost as applicable to Bulk Milk Coolers (BMCs), silos, cold rooms, deep freezers etc.

20%↑
Performance

30L↓
Quantity Mismatch



Milk Lifting



Over Chilling/
Under Chilling



Pilferage



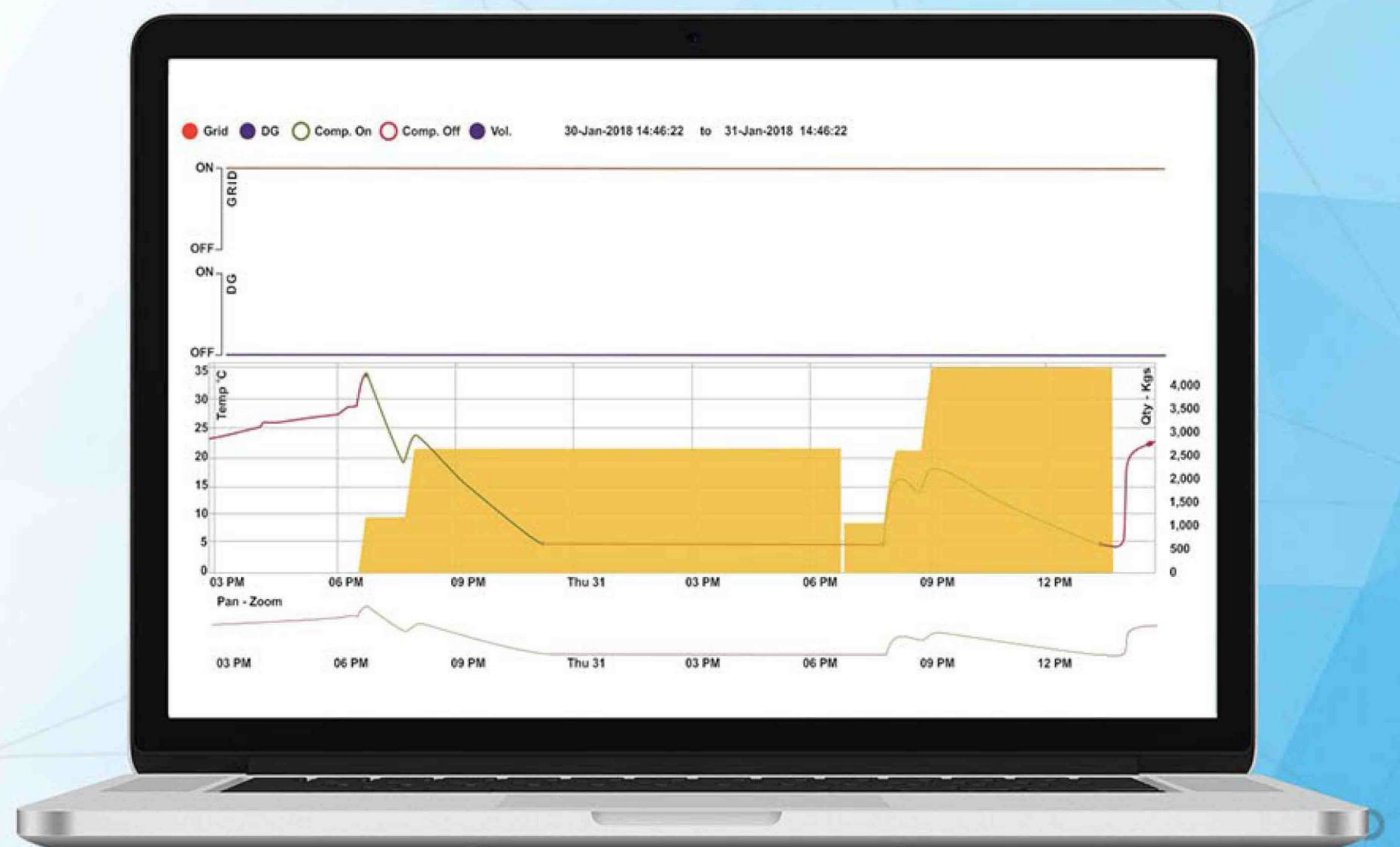
Compressor / Agitator
Malfunction



Star Rating



CIP Adherence Alert



INFORMATION ALERTS

- Summary Alerts
- Compressor ON/OFF
- Scheduled Maintenance
- Power Source Status Change
- Milk Lifting Time & Volume
- CIP Detection

SMS



Increased MBRT



Increased revenue realization



Reduced operational expenditure



Efficient route management



Better buying decisions for cold chain components



Installed in France



CE Certified product



This is one of the best instruments for cutting costs and improving milk quality. We plan to install ConTrak in all our BMC facilities.



Ashok D, MD
Vijayapura & Bagalkot Dist. Coop. Milk Producers' Societies' Union Ltd.
Karnataka Milk Federation



Using Stellapps' ConTrak system we are able to save cost, save time, save energy, increase the MBRT or shelf life of the milk and more importantly we are able to realise premium price for our milk products.



Gurdit Singh, MD
Surendernagar Distt. Coop. Milk Producer's Union Ltd.
Sursagar Dairy



Before the SMS alerts sent by ConTrak application, we had no idea what was happening, and it was hard to keep track. Now it is easy and clear.



Basavaraj, BMC Operator,
Arjanangi Taluka, Karnataka



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Transparency

Traceability

Performance Rating



stellapps[®]
Smart Systems, Stellar Applications.



Data Analytics

Mass Balancing

Tanker Management

Can Level Tracking

Real time Monitoring

Route Optimization

Agent Loyalty



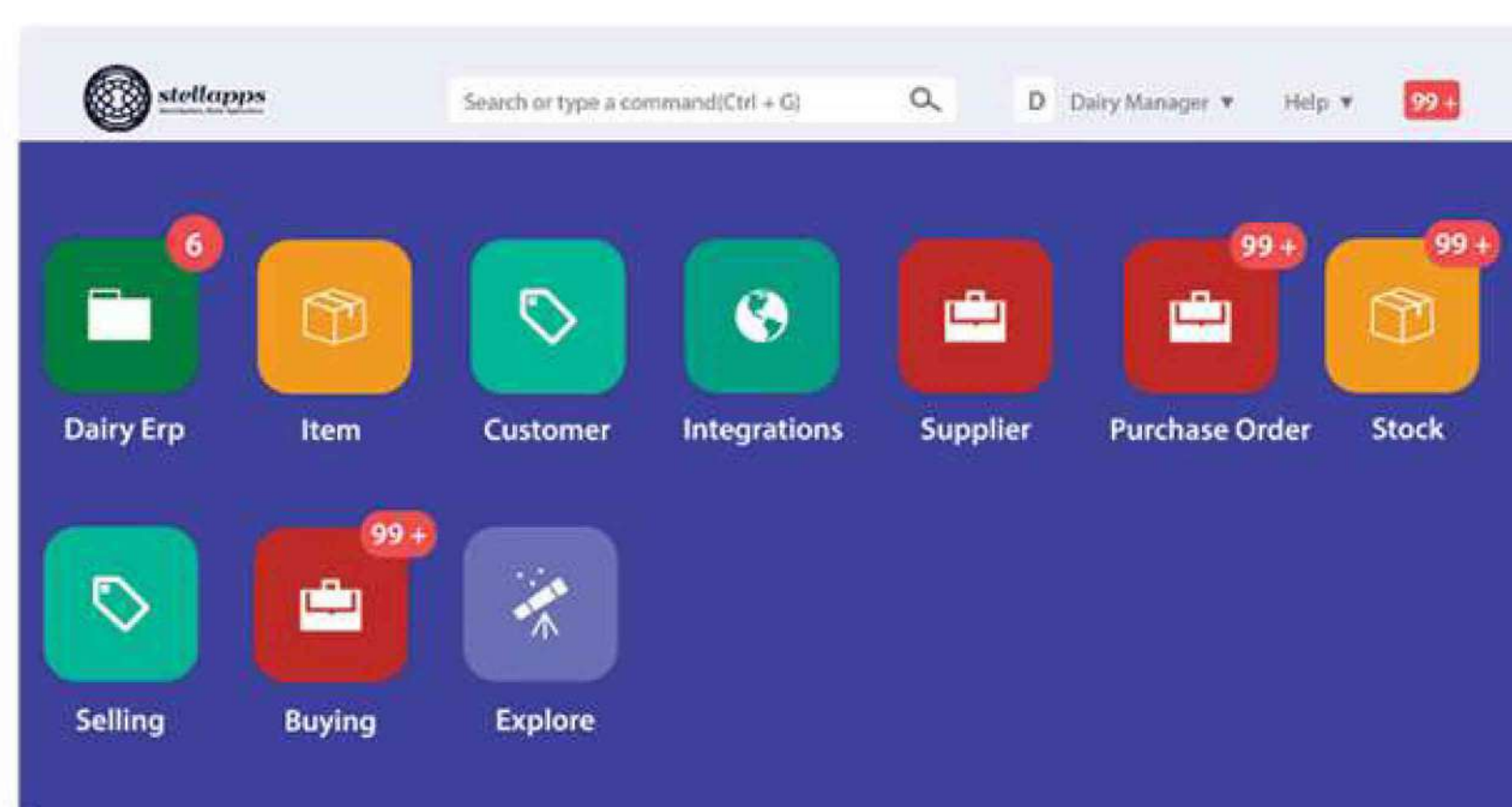
smartCC

Advanced Procurement Solution for Chilling Center
Powered by IoT, Cloud Computing and Analytics

smartCC

smartCC is cloud based Chilling Centre management solution for milk procurement controlled by an IoT device which enables real time acquisition and dissemination of milk procurement data, integrated with smartAMCU™, mooFlow ERP and farmer or agent payment gateway.

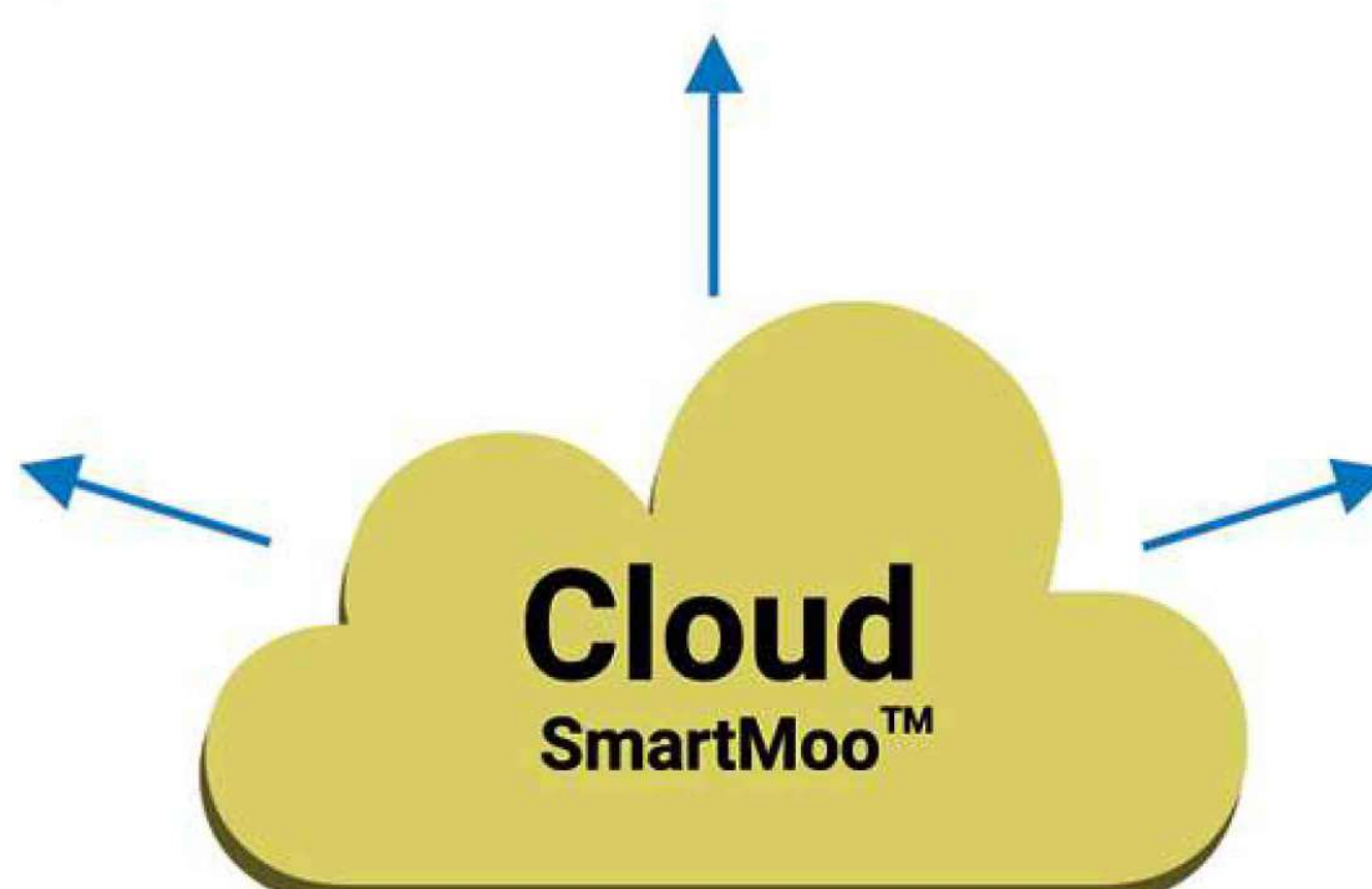
Portal Dashboard



mooFlow ERP Dashboard

Sl#	Code	Name	FAT(%)	SNF(%)	Rate	Collections	Quantity	Amount	End Shift	Shift Concluded	Upload Mode
1	2151	PERUMALAPALLI	3.54	8.47	18.21	87	4,509.20	82,116.93	Yes	No	Offline
2	2175	TADOLE	3.60	8.37	0.00	1	6,080.00	0.00	Yes	No	Offline
3	2172	SARDOL	3.70	8.39	0.00	1	7,475.00	0.00	Yes	No	Online
4	2054	BHARGUR	4.08	8.17	24.71	32	4,551.40	121,841.58	Yes	Yes	Online
5	2068	PUSAPATREGA	3.84	7.91	23.28	64	2,806.70	65,326.97	Yes	Yes	Online
6	2114	THURAYUR	4.05	8.01	23.48	22	1,761.50	41,363.46	Yes	Yes	Online
7	2174	UMARGA	4.36	8.43	23.82	38	2,082.40	49,807.99	Yes	Yes	Online
8	2091	JAGDEVPUR	4.31	8.00	25.08	38	4,919.40	123,400.50	Yes	Yes	Online
9	2129	MOHAL	4.07	8.24	22.91	29	4,896.50	112,189.08	Yes	Yes	Online
10	2078	SURI PURAM	4.51	8.58	0.00	58	1,130.70	0.00	Yes	Yes	Online
11	1528	TADAPALLIGDEM	3.23	7.96	15.39	29	1,000.10	24,760.79	Yes	Yes	Online
12	2094	RAMAPURAM	4.00	8.40	0.00	31	897.30	0.00	Yes	Yes	Online

Shift summary



Tanker Receipt



Tanker



Proctrak



Weighing Scale Weighing Scale



Milk Analyzer Milk Analyzer

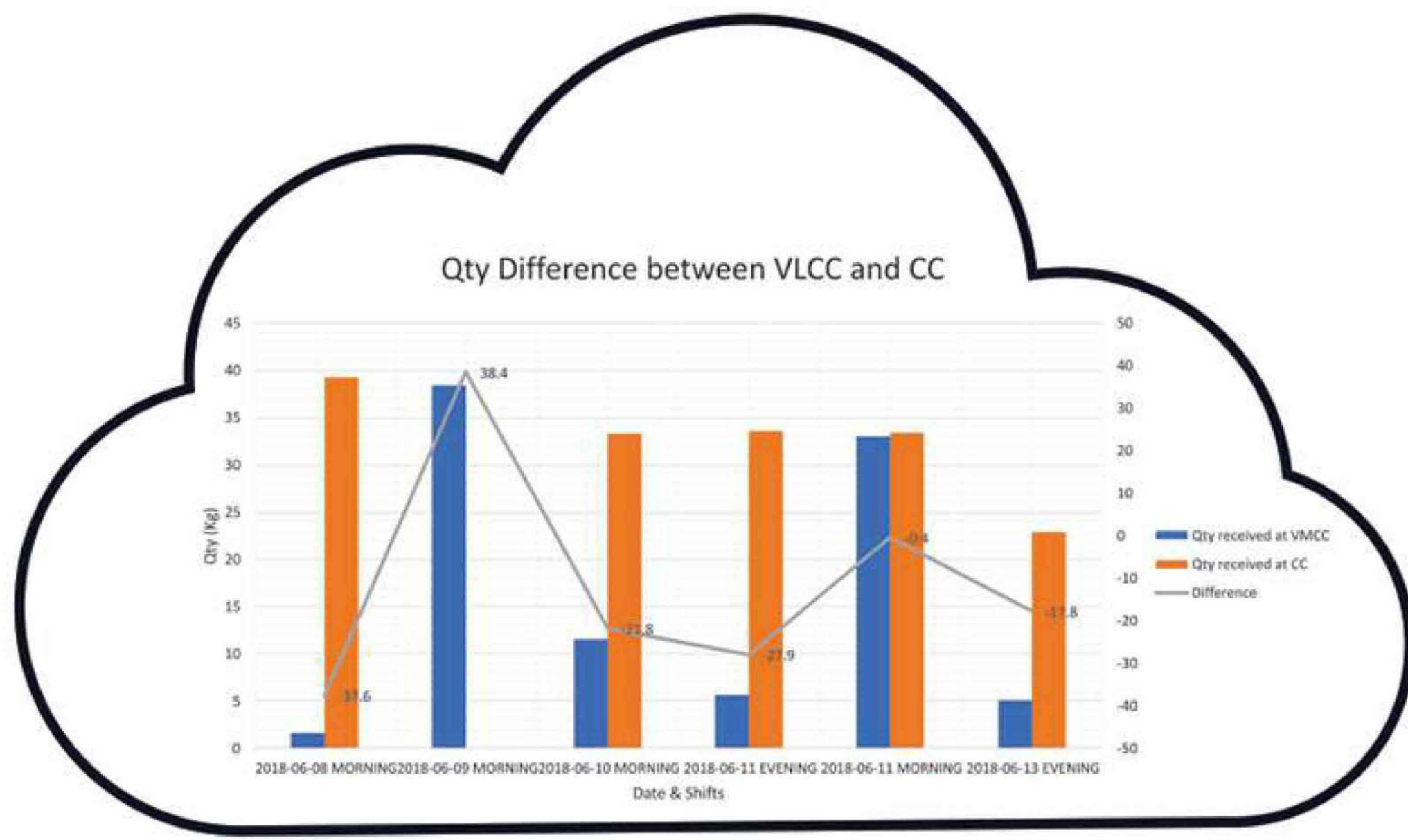


Agent

Other Configurations



Advanced reports and trend analysis



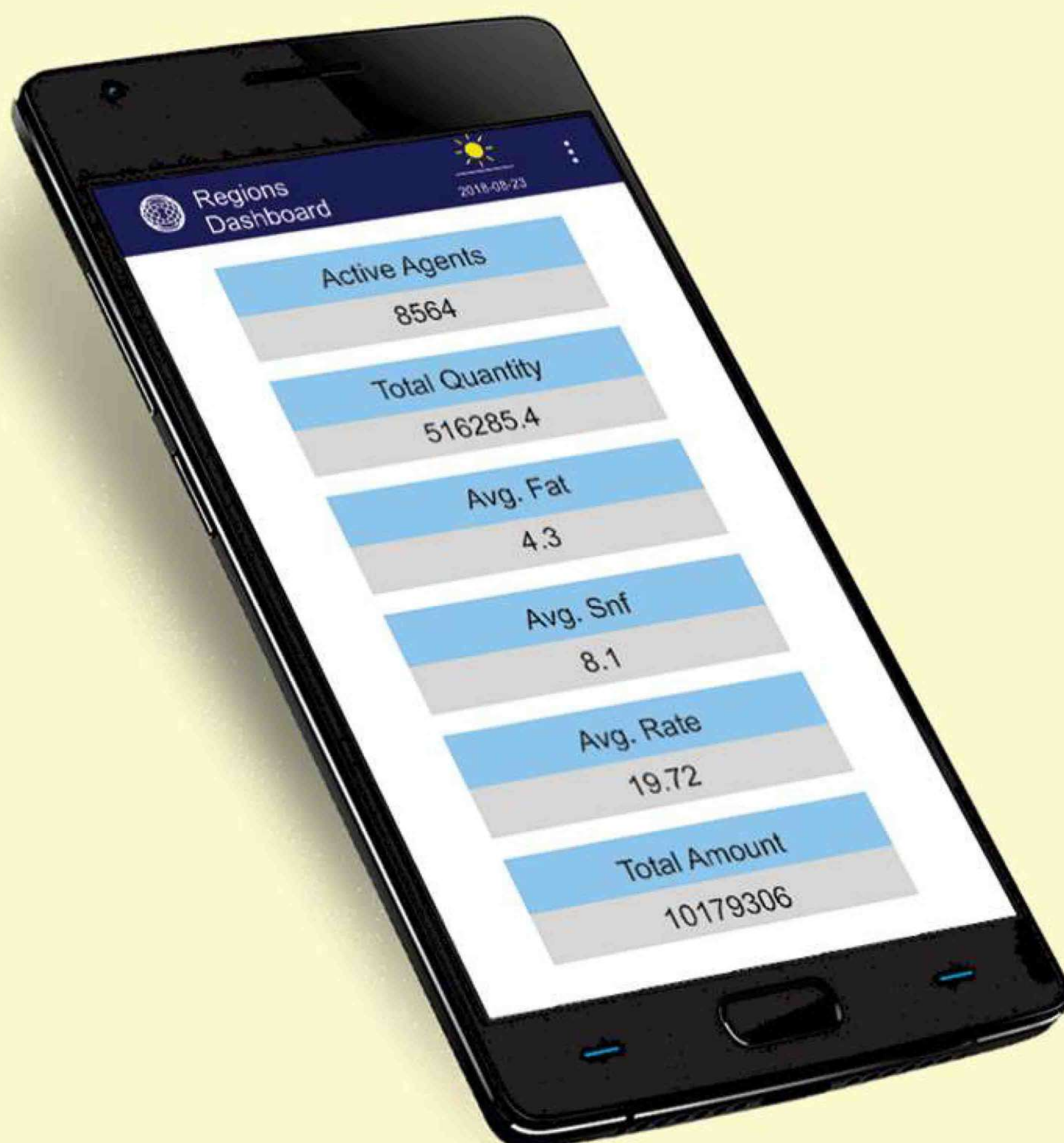
Chilling Center BEGUSARAI BMC0002

■ DCR : Daily Collection Record ■ CCR : Collection Center Record ■ Diff : Difference(DCR-CCR)

Collection Center ID	Name	Shift	Milk Collected			FAT			SNF			Amount		
			DCR	CCR	Diff	DCR	CCR	Diff	DCR	CCR	Diff	DCR	CCR	Diff
BEG0919	BEGUSARAI	M	74.40	25.33	49.07	633.05	74.40	3.7	8.0	2.8	6.0	2232.00	633.25	1598.75
BEG0919	BEGUSARAI	E	47.90	47.10	0.80	1211.74	47.90	-4.4	7.8	2.1	3.7	1437.00	1177.50	259.5
BEG0004	BEGUSARAI	M	61.00	18.43	42.57	377.33	61.00	3.8	7.8	2.3	4.8	1830.00	460.75	1369.25

Features

- Cloud based procurement solution for Chilling Centers /BMCs
- Replacement of PC based manual entry with Android based IoT device
- Simple user interface facilitating easy milk procurement
- Automatic Can, Agent, Vehicle and Route identification
- Synchronized quantity and quality measurement with ProcTrak
- Material balance - Automatic detection of quantity and quality mismatch between Collection Center and Chilling Center.
- Capturing of cleaning and calibration records
- MBRT, temperature & milk remark configuration
- Tanker receipt acknowledgement and tracking
- Configurable with Milk analyzers and weighing scales of any make
- Seamless integration with mooFlow ERP/SAP
- Feed/ fodder/Al inventory management
- Star rating for Chilling Centers
- Android based mobile applications for administrative monitoring for the senior management
- Advanced reports and trend analysis
- Centralized rate chart administration and remote support
- Wireless data transfer



29-10-2017/E 00:00/C
 ID :2625
 Qty :24.7L
 F :6.2
 S :7.8
 Qty :G
 R : Rs 34.47
 Amt :Rs 8515

www.stellapps.com

Near Real time sms alerts



Efficient milk procurement operations



Milk traceability and transparency



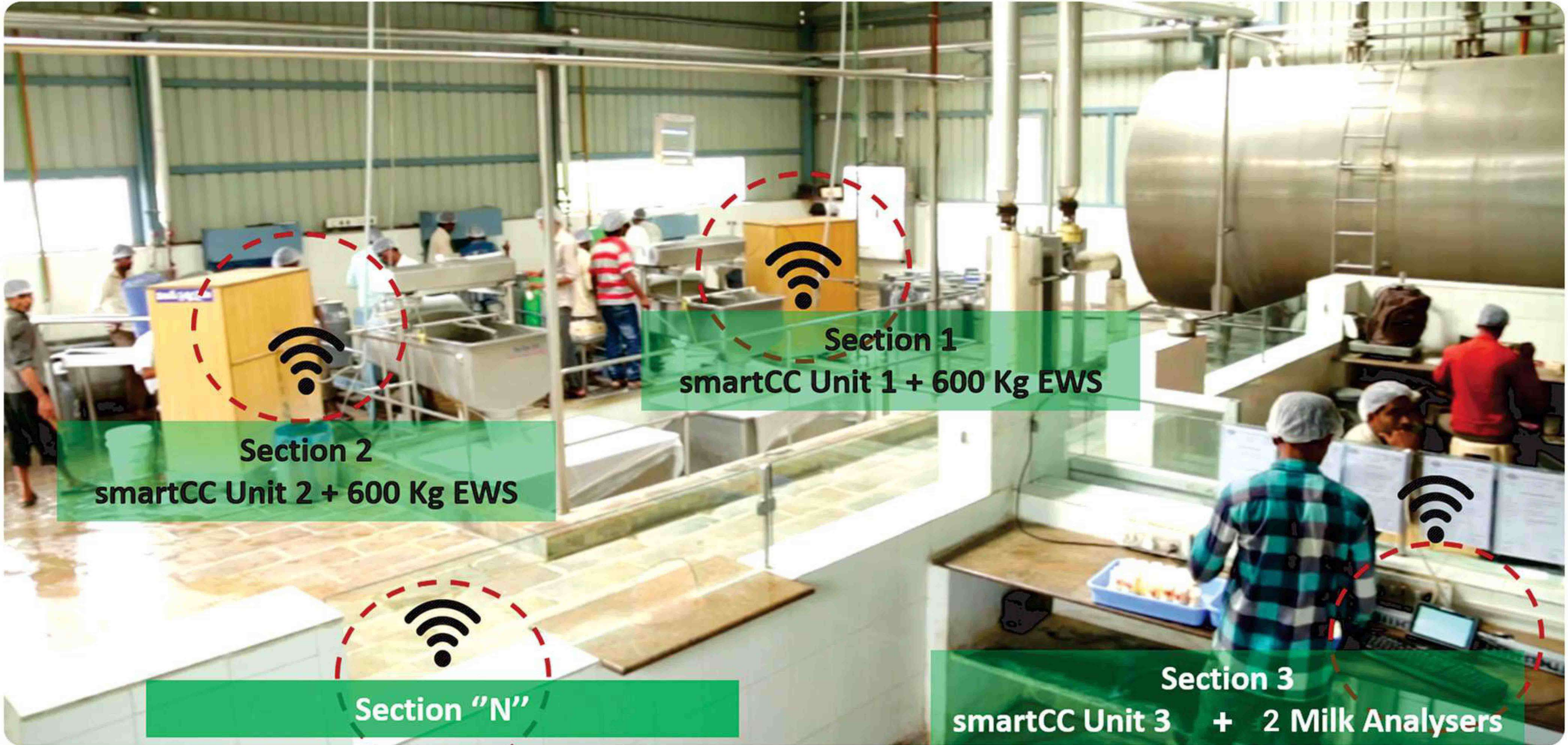
Value added services to agents



Improved milk quality



Informed decision making based on reliable procurement data



“ In the manual process, we faced a lot of difficulties. But after installation of Stellapps smartCC systems we are able to get real-time data and see whether the quantity and quality parameters are matching.
-Kanwal Kumar, Procurement Head, OSAM Dairy ”

“ The Biggest impact of Stellapps’s smartCC is that there is nothing to hide now. It has increased the trust of agents and reduced the quantity and quality mismatches.
- Vivek Kesarwani, Director Sterling Agro Industries Limited ”

“ In the old method, it was very difficult to match the quality and quantity measurements. Now with the help of Stellapps’ smartCC and procTrak, Milk analyzer and weighing scale measurements gets synced automatically.
- Arun Kumar, Chilling Center operator Karnataka ”



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