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## Farm equipment rental business is a huge opportunity: Rajesh Jejurikar

By [Megha Mandavia](#) & [Ketan Thakkar](#), ET Bureau | Mar 16, 2016, 12.11 PM IST

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India's No.1 [tractor maker](#), Mahindra & Mahindra, is going the [Uber](#) way for farm equipment. Its second in-house startup, [Trringo](#), will help small farmers connect with [tractor owners](#) in the hinterlands of India through a call centre or smartphone app. [Rajesh Jejurikar](#), M&M's president for farm equipment, talks to Megha Mandavia & Ketan Thakkar on how the startup will help increase farm mechanisation while de-risking the company's tractor sales during weak monsoons. Edited excerpts:

**How big is the opportunity of rental farm equipment business and how can Trringo help?** It is a large unorganised market; roughly about Rs 15,000 crore of business is done annually. The way rental happens in this market is not very conducive to the needs of a farmer because he does not get the tractor when he wants it. He is not sure of the quality of the driver, which is a key enabler to productivity. Sometimes, there is discrimination, too. We are creating a company (Trringo) that enables a farmer to have a higher level of mechanisation, and hence, higher productivity. The current level of mechanisation in the country is only about 35%.



*Its second in-house startup, Trringo, will help small farmers connect with tractor owners in the hinterlands of India through a call centre or smartphone app.*

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**How important will the data be that you will be collecting?** It can be leveraged for a variety of things. It can be fed into our primary business. It is usable for our allied businesses. [Mahindra &...](#)

**There is a drive in the startup industry for Uberisation of services. Is this something similar?** Except the fact that when we started this initiative two years ago, the Uber and Ola were not so popular. So, this was an idea which happened much before these became popular. Because it is rural India, you have multiple complexities to address; we spent time on how it will work. One challenge is cash collection because it is not practical for us as a firm to manage this kind of cash collection. That's why we created a franchisee kind of a local intermediary who will operate at the local level.

**Your view on the Budget and the impact it can have on the sentiment...** A lot of sentiment will be driven by what will happen in the monsoon. Mostly, what the government is doing right now is investing in capital formation for the future - moves like investing in irrigation and so on, is what the country needs. Without that, the country will become more and more dependent on monsoon. However, that is not going to lead to short-term increase in tractor sales.

**You have shown improvement in volumes recently. Was it due to the low base last year?** It is a combination of market share gain and the base effect and some states showing positivism, but I don't think there will be any significant change for any player, till June and July, which is when the current crop will turn into cash and the monsoon sentiment will come in.

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