

**INDUSTRY: B2B AGRITECH**

How we helped Gangpur Ventures reactivate 15L+ in sales, expand into markets and identify top potential customers.

# Case Study

**ProjektAnalytics.**

**300Cr**

MARKET  
OPPORTUNITY

**41+**

HIGH QUALITY  
CLIENTS  
REACTIVATED

**15L+**

REVENUE  
UNCLOCKED WITH  
RFM

**3+**

STATES GO TO  
MARKET  
STRATEGY

## Problem

Gangpur Ventures, a social impact agritech company in Odisha founded by Mr. Bimal Lakra, sells corn silage to dairy farms across East India. With sales in Crores with 100+ customers and 4000+ tonnes sold. But the founder had no visibility into the customers that stopped purchasing, which markets to expand into, or how to plan production around seasonal demand swings. They were flying blind on their own data.

## What we did

- Customer health scoring: every account flagged as Champion, Growth, At-Risk, or Dormant. with specific actions for each
- Churn prevention playbook: 41 at-risk accounts identified with re-engagement strategy and prioritized outreach plan.
- Market Data Analytics: Mapped the East Zone green fodder deficit. And mapped out a potential Rs.297 Cr opportunity. Identified dairy customers and state cooperatives as entry points
- Market expansion blueprint: named 30 high-quality prospects across Jharkhand, Bihar, and Chhattisgarh.
- Seasonal demand forecast (Apr-Dec) with monthly production planning recommendations.
- Phased 3-month GTM roadmap: pilot testing, regional outreach, state cooperative partnerships.

## Impact

*Found a market opportunity across 3 East Indian states, unlocking potential 300 Crs in sales, fixated on a 3 month GTM for each state. 41 at-risk accounts flagged and reactivated. ₹15L to 20L+ in revenue recovered. We found it in 2 weeks. ROI for them was 65x.*