

Agrithmics, The Digital Enabler of the Agri Industry

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The Digital Innovation Fund, managed by BOV Capital, has Secured Funding of LKR 100 million in Agrithmics (Pvt) Ltd, an agile Sri Lankan Agri-Tech, IoT cloud-based integrated Process Automation and Fintech solution company that digitally enables a variety of agriculture industries ranging from small-hold farms, their larger buyers and plantation companies.

As an IoT enabled Agri-Tech solution for the small-hold farmers, factories and regional plantation companies primarily operating in Sri Lanka's tea industry, Agrithmics digitally integrates their procurement and payment disbursement operation whilst improving efficiency and transparency of its process. The platform also enables a quick and simple payment system as well as ease-of-use and access by farmers and workers. Currently, a small-hold tea farmer who is connected via the Agrithmics platform has quick access to payments instead of the extensive 30 to 40 day waiting period that was the norm previously.

Additionally, the Agrithmics platform also adds significant value to B2B agricultural industries such as tea factories and regional plantation companies, who benefit from its end-to-end process automation integration and produce procurement transparency. As of now, Agrithmics has been adopted by some of the biggest players in the tea industry, including 03 elite principal Tea Factory Groups in Sri Lanka, with a base of approximately 40,000 active farmers and workers presently benefiting from the features of this novel platform.



Prajeeth Balasubramaniam
Co-Founder of BOV Capital and
Chairman – Agrithmics(Pvt)Ltd.



Prashanth Premakumar
CEO – Agrithmics(Pvt)Ltd.

“Our vision for Agrithmics is to positively contribute towards digitally enabling Agriculture based industries and its ecosystem. We are not just a tech solution, but we see ourselves as an entity that can understand and improve the lifestyle of the farmer community and its business environment using digital technology. Although our primary focus will be the tea industry, our mission is to enable the service for all farmers across the country,” said Prashanth Premakumar, the Chief Executive Officer of Agrithmics.

Mr. Prashanth also revealed that Agrithmics has plans to soon grow beyond the tea sector, showing its potentially strong utility and value across a spectrum of crops.

Managed by BOV Capital, The Digital Innovation Fund looks to attract sector-agnostic digital startups that disrupt or transform industries or even create new sectors. The focus is on fields related to SAAS, Big Data, AI, IoT, Fintech, Health tech, Last Mile, etc. Proposals for funding should include a business plan or investor deck, to be submitted to info@bovcapital.com

“Post Covid, our investment thesis has not changed much, but we are now looking for startups with tailwind and strong founding teams who are able to pivot quickly. During these unprecedented times we have been working closely with the companies, especially the ones that did not have enough cash runway to survive. We have been helping them to restructure and sustain,” said Prajeeth Balasubramaniam, Co-Founder of BOV Capital.