

SatSure acquires farm management software CropTrails

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Bangalore based SatSure, a deep tech startup working at the intersection of spacetech, Artificial Intelligence (AI), and Software as a Service (SaaS) to drive decision intelligence, is pleased to announce the acquisition of SaaS application CropTrails, which was conceptualised and incorporated in the year 2018 by Indore-based startup OEPP Innovations Private Limited.

CropTrails is a web and android application designed to bridge gaps in the processes of farm management. The mobile application is used as an information collecting tool by the field officers or supervisors to record and digitise information about farmers, farms and crops. The application allows the users to monitor and control the crop cycle, track input usage like fertilisers, access weather forecasts, and track farm visits by the supervisors, among others. CropTrails also doubles as a field force productivity monitoring tool with in-built role-based user management.

This development comes in after SatSure raised \$5 million in Pre-Series A funding in a round earlier this year. SatSure shall be transforming CropTrails into a no-code platform for IT teams of agribusinesses to rapidly prototype and build their in-house tool that can be easily integrated with SatSure Sparta's datasets.

Farm digitisation tools like CropTrails are necessary for countries such as Nigeria and the Philippines. It forms the first digital layers on top of which other services can be rendered. Thus, this acquisition will help SatSure expand further and strengthen its international market reach into its target geographies in Africa, LATAM and SEA. SatSure will also use the collected data and feed it into its proprietary algorithms to increase its learning rate as part of this deal," said Prateep Basu, founder and CEO of SatSure.