



AGRIFORCE OS

FOR SEED AND AGRI-INPUT COMPANIES

One live system from the ad a farmer sees to the seed leaving the plant

Campaigns, field teams, farmers, dealers, the plant, procurement, finance and people. On top of SAP and Salesforce, on your own servers.

Ads Intelligence

Voice AI Agent

Farmer CRM

Dealer map

Plant & dispatch

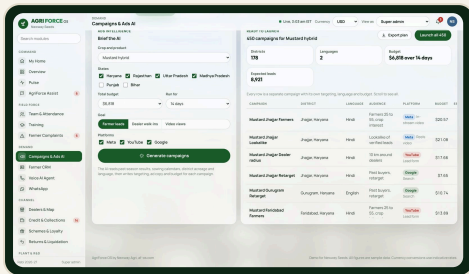
QR everywhere

TWO ENGINES NO CRM OR ERP HAS

Marketing that finds real farmers, and calls them

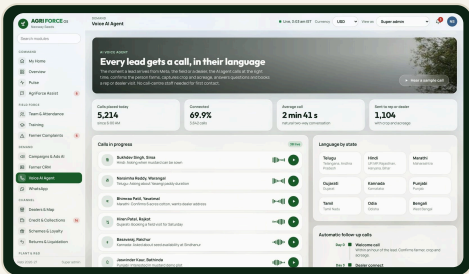
Ads Intelligence

Give it the crop, states, budget and dates. It builds the targeting and hundreds of district and language campaigns by itself, launches them together on Meta, Google and YouTube, and moves budget to what brings real farmers, not clicks.



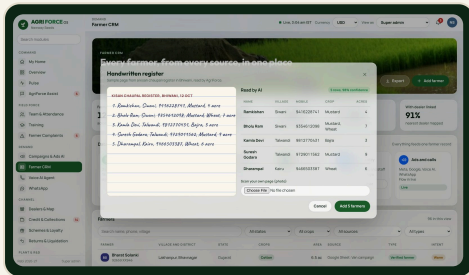
Voice AI Agent

Calls every new lead within minutes in the farmer's language, confirms they farm, captures crop and acreage, books a dealer or rep visit, and keeps calling through sowing, crop check and harvest. No call centre.



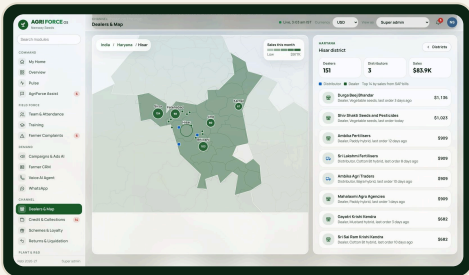
Farmer CRM

Sheets, Excel, handwritten registers (photo in, rows out), voice entry, ads, calls, WhatsApp and QR sign-ups, merged into one database you own. Duplicates removed by phone and village; every farmer classified.



WhatsApp and liquidation

Broadcasts by state and crop with replies saved to the farmer. Liquidation tracks how much seed actually reached farmers, district by district, and launches a push with ads, calls and WhatsApp where it is slow.



40%
higher lead conversion

70%
lower manual calling cost

3.2x
ROI on ad spend

Results reported by AgriForce customers, af-os.com. Baselines and targets agreed per company in the pilot.

EVERYTHING ELSE, ONE SWITCH EACH

Field, channel, plant, finance and people

- 01

Pulse and attendance
Every rep live on the map, GPS check-ins, visit photos, nudges.
- 02

Friday training
Gamified quiz on the phone, leaderboard, scores into HR.
- 03

Dealers on the map
Every district in India from SAP billing; last order, overdue.
- 04

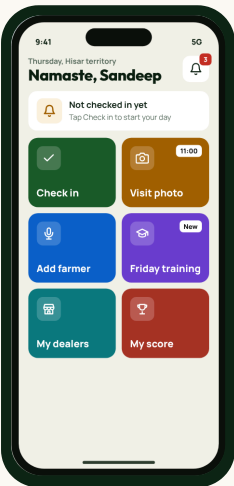
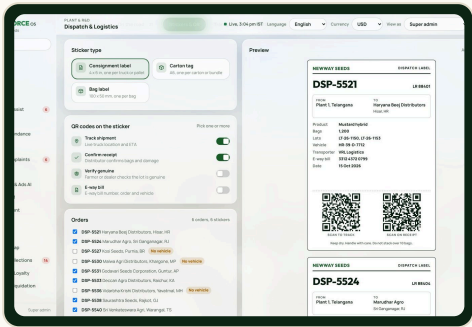
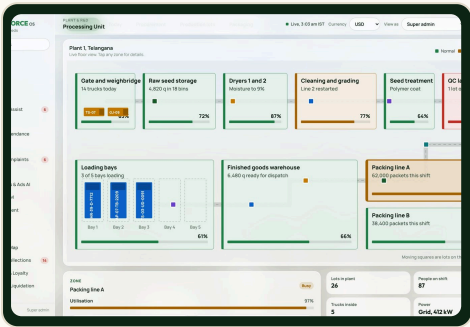
Credit, schemes, loyalty
Ageing from SAP FI-AR, collection tasks, slab progress, QR points.
- 05

Plant, bird's-eye
Every zone and lot live; anything stuck over 12 h flagged by SMS.
- 06

Dispatch and stickers
Transporter in one tap, GPS, e-way bill, printable labels with QR.
- 07

Vendors and approvals
Vendor portal; procurement, sales and finance in one queue.
- 08

Finance, HR, feedback
Cash and budgets from SAP; performance scores; anonymous QR forms.



Apps people actually use

The field app has six big buttons in Hindi, Telugu or English and works offline. The farmer side needs no app store: every QR on a packet, sticker or dealer counter opens a page to verify genuine seed, earn points, find a dealer, get a call back or report a problem, and everything typed lands in the CRM.

Connects to SAP, Salesforce, Microsoft 365, Google Workspace, Zoho, Meta, YouTube, WhatsApp, SMS DLT, Truecaller, GPS, e-way bill, REST API.

SEE IT WITH YOUR OWN DATA

Book a 45-minute walkthrough. We load your regions, crops and products into the demo so your team sees its own business in it. Modules switch on one at a time, so you start with exactly what you need.

AGRIFORCE OS

The AI growth operating system for agriculture · by Newway Agri

YOUR DATA STAYS ON YOUR SERVERS

Systems of record

SAP, Salesforce. Read billing, stock, receivables, production, dealers. Write back only approved actions.



AgriForce OS, on-site

App, database, document vault and audit log on your servers. AES-256 at rest, TLS in transit. Daily backups. Nothing copied to Newway.



Approved services only

Minimum fields to WhatsApp, SMS, ads and Voice AI. Each connection can be switched off.

- 15 roles; view, edit or approve per module. Regional managers see only their region.
- SSO via Microsoft 365 or Google Workspace. Exports per role, watermarked and logged.
- Append-only audit log of every view, change, approval and download.
- Anonymous QR forms record no name, number or device.

GETTING STARTED

1. Discovery, 2 weeks: regions, crops, teams, first modules, targets. **2. Pilot**, 6 to 8 weeks: one region or crop with real users. **3. Scale**: every region, then plant, procurement, finance and HR. On-site or cloud.

WHY COMPANIES CHOOSE AGRIFORCE

- **Replaces nothing.** Reads from SAP and Salesforce; no migration, no new ERP project.
- **Two AI engines** a CRM or ERP does not have.
- **Every role sees only its job.** Big buttons, local languages, offline.
- **Pay for the modules you switch on.** Start with one region.
- **Backed by Newway**, an agri marketing and technology team that stays after go-live.



LIVE DEMO

afos.newwayagri.com · password **Demo@2026**

Scan, pick any role, explore on a laptop or phone.

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