
SOILO

Farming Intelligence. Powered by Soil and Water.

DDverse Initiatives Pvt. Ltd.

PRODUCT AND SERVICES OFFERINGS INDIA EDITION

Active in India | GCC | USA

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1. What Is Soilo?

Soilo is India's first AI-powered farming intelligence device, built for farmers, agribusinesses, food companies, and governments who want to make smarter decisions about their land and water. At its core, Soilo is a palm-sized device that tests your soil or water and tells you exactly what is happening, in under 60 seconds, right at your farm or field. No laboratory. No waiting 15 to 30 days. No guesswork.

Soilo is more than just a device. It is a complete farming intelligence platform that combines instant hardware-level testing with AI-powered software, expert agronomy services, and data-driven farm management, all under one roof. Think of Soilo as a doctor for your farm. Just like a doctor uses tests and reports to understand your health and then prescribes the right treatment, Soilo tests your soil and water, understands their condition, and tells you exactly what your farm needs to grow better crops.

Who Is Soilo For?

- Farmers who want to stop guessing and start knowing what their soil and irrigation water needs.
- Food and grocery companies who need verified soil data behind their organic and premium produce claims.
- Agribusinesses and input companies who want to provide data-backed recommendations to their farmer networks.
- Government agencies and agriculture departments running soil health or water quality programs at scale.
- Aquaculture and fishery operators monitoring water quality in fish ponds and hatcheries.
- Research institutions and universities conducting field trials and soil or water studies.

Where Is Soilo Already Working?

Metric	Detail
Devices Deployed	450+ devices across India
International Order	1,000-device order fulfilled for a leading US agribusiness company
Government Collaboration	Active collaboration with Saudi Arabia worth Rs. 3 Crore+
Certification	DPIIT recognised and Startup India certified
Media Coverage	Times Now, national newspapers, and agricultural media
Markets Active	India, GCC, and USA

2. The Soilo Device

The Soilo device is a portable, palm-sized testing instrument that any person can use without training or laboratory knowledge. You simply insert the probe into your soil or dip it into a water sample and get a complete report on your phone in under 60 seconds.

What Does It Test?

The Soilo device tests 16 parameters across four categories for both soil and water samples:

Category	Parameters	Why It Matters
Physical	Temperature, Moisture	Tells you if soil is at the right warmth and water level for crop growth
Chemical	pH, Electrical Conductivity (EC), Salinity	pH tells you if soil or water is too acidic or alkaline. EC and Salinity show salt stress risk
Macronutrients	Nitrogen (N), Phosphorus (P), Potassium (K)	The three main nutrients your crop needs. Too little and yield drops. Too much and you waste money
Micronutrients	Boron, Zinc, Iron, Magnesium, Copper, Molybdenum, Sulphur, Calcium	Deficiency in even one micronutrient can cause crop failure or stunted growth

Key Device Features

- 60-second results: Get a complete 16-parameter report in under one minute, at the farm itself
- Works on soil and water: Same device, same probe. Test your field soil or your irrigation water, borewell water, or pond water
- 1,000 tests per device: Each device is built to perform up to 1,000 tests before sensor replacement is needed. No laboratory needed: Fully portable and self-contained. Works in the field, in any weather
- AI-powered analysis: Results are processed through Soilo's AI engine which compares your readings against thousands of profiles to give smart recommendations
- Connects to your phone: Data syncs instantly to the Soilo app and dashboard via Bluetooth and Wi-Fi. Works anywhere: Designed and calibrated for Indian and international soil and water types across all crop categories

Device Pricing

What You Get	Price
Soilo Device (16 parameters, 1000 tests, soil and water)	Rs. 16,000 one-time
Annual Sensor Recalibration and Software Upgrades	Rs. 6,000 per year

Frequently Asked Question: Is the device a one-time purchase?

Yes. You pay Rs. 16,000 once to own the device. The only recurring cost is the optional annual recalibration service at Rs. 6,000 per year, which ensures your sensors stay accurate and your software stays updated. There are no per-test charges. Once you own the device, you can run soil and water tests at zero additional cost.

3. Soilo Water Intelligence

A soil test tells you the condition of your land. A water test tells you what is causing it.

Most farmers and agronomists have no idea what is in their irrigation water until the damage is already visible. Excess salinity slowly burns crops. High nitrogen in irrigation water means you are over-feeding without knowing it. Poor EC means your nutrients are not being absorbed the way you think. Contaminated borewell water is destroying topsoil across agricultural belts in India, Saudi Arabia, and beyond. Soilo now brings the same instant, portable, lab-free intelligence to water. Same device. Same probe. Dip it into any water source and get a complete 16-parameter water quality reading in under 60 seconds.

Water Testing Use Cases

Use Case	Who Needs This
Irrigation Water Quality	Farmers using borewell, canal, or tanker water. Know if your water is damaging your soil before it does.
Aquaculture and Fish Farming	Fish pond operators who need to monitor pH, nitrogen, EC, and dissolved nutrients daily to keep fish healthy.
Rural Drinking Water Verification	Village-level testing for nitrate contamination in groundwater. Relevant for Jal Jeevan Mission programs.
Hydroponics and Controlled Farming	Hydroponic growers managing nutrient solution composition multiple times daily.
Wastewater and Effluent Screening	Small industrial units and food processors checking discharge water quality for compliance.
Research and Field Studies	Universities and agri-research institutions conducting multi-parameter water quality field studies.

Why This Matters in the GCC and Water-Stressed Regions

Saline groundwater, desalinated irrigation supply with unknown mineral profiles, and rapid aquifer depletion are existential challenges across Saudi Arabia, UAE, Qatar, and similar markets. Farmers and agronomists in these regions are making high-stakes water decisions with zero field-level data. Soilo fills this gap directly with a device that is already proven in Indian and GCC field conditions. Soilo is already working with a Saudi Arabian government sustainable agriculture research institution. Water intelligence is the natural next chapter of that collaboration.

Water Intelligence Pricing

Service	Price
Water Quality Testing (via Soilo Device)	Included with device. No additional charge per test.
Water Quality Report (via Dashboard)	Included with Soil Intelligence Dashboard subscription
On-site Water Quality Field Service (one-time visit)	Rs. 5,000 per visit
Monthly Water Monitoring Retainer (up to 5)	Rs. 12,000 to 15,000 per month

4. Soilo Soil and Water Intelligence Dashboard

Every Soilo device is paired with the Soilo Intelligence Dashboard, a cloud-based software platform where all your soil and water data is stored, analysed, and turned into actionable recommendations. Think of the dashboard as the brain behind the device. The device collects the data. The dashboard makes sense of it.

What Can You Do on the Dashboard?

- View all soil and water test results in one place, organised by farm, plot, water source, date, and crop
- Track soil and water health over time: See how your readings are changing across seasons with trend charts
- Get AI-powered recommendations: The dashboard tells you exactly what to correct in your soil or water and in what quantity, based on your crop and current readings
- Set alerts: Get notified when any parameter falls outside the safe range for your crop or water source
- Generate farm reports: Download professional PDF soil and water health reports for your records, bank loan applications, or government submissions
- Multi-plot and multi-source management: Manage data from multiple farms, plots, and water sources from a single login
- Team access: Share dashboard access with your agronomist, field team, or corporate quality manager

Dashboard Pricing

Plan	Price
Soil and Water Intelligence Dashboard Access	Rs. 4,000 per month
Includes	Unlimited data storage, AI recommendations, report generation, multi-user access, alerts. No per-report or per-download charges.

5. SoiloRx: AI-Powered Fertilizer and Input Prescription

SoiloRx is Soilo's AI fertilizer recommendation engine. It takes your soil and water test results together and automatically generates a precise, crop-specific prescription that tells you exactly what to add, how much to add, and when to add it.

How Does SoiloRx Work?

- You test your soil with the Soilo device and optionally test your irrigation water too
- SoiloRx reads both sets of results and identifies what is missing, excess, or potentially harmful
- It cross-references your crop type, growth stage, and local soil and water database
- It generates a fertilizer and input prescription in plain language that any farmer can follow
- You apply as recommended and test again at the next growth stage to confirm improvement

Why Does This Matter?

Indian farmers currently apply fertilizers based on habit, neighbour advice, or dealer recommendations. This leads to over-fertilization in some areas wasting thousands of rupees per acre, and under-fertilization in others leading to poor yields. When irrigation water is already delivering nitrogen or minerals, farmers are double-feeding without knowing it. SoiloRx eliminates this guesswork completely.

Real example: A farmer with a 5-acre wheat field spends Rs. 8,000 on fertilizer every season based on what his neighbour uses. SoiloRx shows his Phosphorus is already sufficient but his Zinc is critically low. His irrigation water is also delivering excess salinity. He reduces his P fertilizer spend by 40%, adds a small Zinc correction, and switches his irrigation schedule. His yield improves and his fertilizer cost drops. That is SoiloRx in practice.

SoiloRx is available as part of the Soil and Water Intelligence Dashboard subscription at no additional charge.

6. Soilo Field Services

Beyond the device and software, Soilo offers a complete range of professional field services for farms, corporates, government programs, and research institutions. These services are delivered by Soilo's expert team directly at your farm or field location.

6.1 Organic Field Trial Management

Soilo designs, manages, and monitors organic farming trials from start to finish. This service is built for food companies, agribusinesses, and government departments that want to transition their sourcing clusters or farms to certified organic practices.

What Is Included

- Site visit and baseline soil and water testing across all trial plots
- Trial design with control, standard organic, and enhanced organic treatment sub-sections
- Organic input protocol design based on Soilo baseline soil and irrigation water readings
- Biofertilizer application and in-season organic nutrition management
- Weekly crop monitoring covering growth, yield indicators, and quality parameters
- Real-time Soilo dashboard access for client team throughout the trial
- Mid-trial and final soil, water, and crop reports
- Compliance documentation package for organic brand certification

Pricing (Sample: 5 Acres Trial Field, 20-Week Full Trial)

Service Component	Price
Full Trial Management Fee (Soil and water intelligence, field visits, reporting)	Rs. 4.5 to 5 Lakhs
Organic input supply (compost, biofertilizers, foliar sprays)	Billed at cost + 20% handling
Water quality testing	Rs. 5,000 one-time
Biological soil lab testing (3 stages)	Rs. 20,000
Post-trial compliance documentation package	Included in trial fee

6.2 Organic Input Protocol Design

Soilo's agronomists analyse your baseline soil test results and design a complete organic input plan customised for your farm, crop, and season. This includes what organic amendments to use, which biofertilizers to apply, how to correct micronutrient deficiencies without chemical inputs, and an application calendar.

Service	Price
Organic Input Protocol Design (up to 5 acres)	Rs. 8,000 one-time
Season follow-up and protocol adjustment (per visit)	Rs. 2,500 per visit

6.3 Soil to Quality Correlation Report

This is a premium data service designed for food companies, grocery brands, and export-oriented farms. Soilo maps your soil health readings against your crop quality indicators, yield data, and produces grading results across a full season to generate a Soil to Quality Correlation Report.

This report answers a very specific question that no one else is answering today: Does better soil health directly result in better quality produce on this farm? The answer, backed by your own data, is what you use to justify organic premium pricing, sourcing compliance claims, or export quality certification.

Service	Price
Soil to Quality Correlation Report (one full season, up to 3 crops)	Rs. 35,000

6.4 Organic Sourcing Compliance Documentation

For food and grocery companies sourcing from organic clusters, Soilo prepares a complete compliance data package at the end of each season. This package includes all soil test records, input application logs, crop quality data, and a summary report that your quality team can use for internal brand compliance, third-party audits, or organic certification applications.

Service	Price
Compliance Documentation Package (per season, per cluster)	Rs. 20,000

6.5 Cluster Level Soil and Water Monitoring Retainer

Once an initial trial or baseline study is complete, Soilo offers an ongoing monthly monitoring retainer for your entire sourcing cluster or farm network. Our team visits regularly, runs soil and water tests across your plots and water sources, updates the dashboard, flags any emerging deficiencies or water quality concerns, and sends you a monthly health summary.

Service	Price
Monthly Soil and Water Monitoring Retainer (up to 10 acres, 2 field visits per month)	Rs. 25,000 to 30,000 per month
Additional acreage beyond 10 acres	Rs. 2,000 per additional acre per month

7. Everything Soilo Offers at a Glance

#	Offering	What You Get	Price
1	Soilo Device	16-parameter instant soil and water testing device, 1,000 tests	Rs. 16,000 one-time
2	Annual Recalibration	Sensor accuracy maintenance and software updates	Rs. 6,000 per year
3	Soil and Water Intelligence Dashboard	Cloud platform with AI recommendations, trend charts, report generation	Rs. 4,000 per month
4	SoiloRx Fertilizer Prescription	AI-generated crop-specific fertilizer recommendations using soil and water data	Included with Dashboard
5	Water Quality Field Service	On-site water source testing and reporting	Rs. 5,000 per visit
6	Water Monitoring Retainer	Monthly monitoring of up to 5 water sources, 2 visits per month	Rs. 12,000 to 15,000 per month
7	Organic Field Trial Management	End to end 20-week trial management for 1 acre	Rs. 4.5 to 5 Lakhs
8	Organic Input Protocol Design	Custom organic input and biofertilizer plan for your farm	Rs. 8,000 one-time
9	Soil to Quality Correlation Report	Data report mapping soil health to produce quality for one season	Rs. 35,000
10	Organic Sourcing Compliance Package	Full compliance documentation for organic brand or certification audit	Rs. 20,000 per season
11	Cluster Monitoring Retainer	Ongoing monthly soil and water monitoring for your farm or sourcing cluster	Rs. 25,000 to 30,000 per month

8. Frequently Asked Questions

About the Device

How accurate is the Soilo device?

Soilo's sensors are factory-calibrated and validated against NABL-accredited laboratory results. The annual recalibration service ensures ongoing accuracy across all 16 parameters. For most parameters the accuracy is within 5 to 8 percent of lab values, which is sufficient for field-level farm management decisions. The same accuracy applies for water sample testing.

Can the same device test both soil and water?

Yes. The same Soilo device tests both soil and water samples. You insert the probe into soil for soil testing, or dip it into a water sample for water quality testing. No additional attachment or accessory is needed.

What types of water can Soilo test?

Soilo can test irrigation water from borewells, canals, rivers, or tankers; fish pond and aquaculture water; hydroponics nutrient solutions; and general groundwater samples. It is not designed for testing heavily contaminated industrial effluents without prior dilution.

What happens after 1,000 tests?

After 1,000 tests the sensors need to be replaced. Soilo offers a sensor replacement service. The device body, firmware, and connectivity components continue to work. You only replace the sensor module. Sensor replacement pricing will be shared by the Soilo team at the time of requirement.

Do I need the internet or a smartphone to use the device?

The device itself does not need the internet to perform a test. Results are shown locally. However to sync data to the Soilo dashboard and access AI recommendations you need a smartphone with the Soilo app and an internet connection at the time of syncing.

Can one device be shared across multiple farms and water sources?

Yes. One Soilo device can be used across multiple farms, plots, and water sources. All test data is tagged by location (GPS), source type, farm name, and date when synced to the dashboard, so results from different locations never get mixed up.

About Water Intelligence

Is water testing an add-on or included in the device?

Water testing capability is built into the same device. There is no additional hardware or cost. If you already own a Soilo device, your device can test water right now. Results appear on the same app and dashboard.

Which water parameters does Soilo test?

Soilo tests the same 16 parameters in water as in soil: pH, Temperature, Electrical Conductivity, Salinity, Nitrogen, Phosphorus, Potassium, and micronutrients including Boron, Zinc, Iron, Magnesium, Copper, Molybdenum, Sulphur, and Calcium. This gives you a complete picture of your water's mineral and nutrient profile.

Can Soilo replace a dedicated water quality lab test?

Soilo provides field-level water quality intelligence that is fast, portable, and actionable. For regulatory compliance or legal documentation, a certified lab test may still be required. Soilo is best used for routine monitoring, early warning detection, and day-to-day management decisions. For most farming, aquaculture, and irrigation use cases, Soilo's field accuracy is sufficient.

About the Services

Do I need to buy the device to access Soilo services?

For the Soil and Water Intelligence Dashboard you need a device as the data source. For the field services like Organic Trial Management, Protocol Design, and Compliance Documentation, Soilo's team brings the devices. You do not need to purchase a device separately to engage Soilo for services.

Is the Soil to Quality Correlation Report useful for export certification?

Yes. The report documents a chain of soil health evidence across the full crop cycle which is directly useful for organic export certification applications, premium buyer negotiations, and quality audits by international buyers.

About Pricing

Are the service prices fixed or negotiable?

The prices listed in this document are standard rates for reference. For large-scale engagements, multi-season contracts, or government programs covering multiple districts or large farm clusters, Soilo offers customized pricing. Please contact us directly to discuss.

Is there a bundle or package deal available?

Yes. Soilo offers custom bundled packages for corporate clients, government programs, and FPOs that combine device supply, dashboard subscriptions, and field services at a consolidated price. Contact the Soilo team for a custom package quote based on your specific requirements.

9. Get in Touch

We would love to understand your farm, your water challenges, and how Soilo can help. Our team is available for a free 30-minute discovery call where we walk you through how Soilo works and what would be the right starting point for you.

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