

## Corporate to Cultivation: Mr. Sahil Phatangare's success story

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Published on 18 Dec 2025 | By IFI Correspondent



Mr. Sahil Phatangare's entrepreneurial journey is a compelling example of how corporate discipline, when combined with grassroots understanding, can create meaningful impact in India's agricultural sector. Beginning his career in the corporate world, he has today emerged as a farmer-first entrepreneur, leading a growing agricultural institution rooted in sustainability, technology, and trust.

Mr. Sahil spent the first two years of his professional life in a structured corporate environment, gaining exposure to systems, operational efficiency, discipline, and long-term planning. While the experience strengthened his professional foundation, it also revealed a persistent gap—the disconnect between organised business practices and India's rural economy, particularly agriculture. This realization became the turning point of his life.

Driven by the desire to build something meaningful beyond profits, Mr. Sahil stepped away from the corporate path and ventured into entrepreneurship with a clear yet ambitious vision: to create a sustainable, agriculture-linked business model that delivers real value to farmers.

### **The First Leap into Agricultural Exports**

The entrepreneurial journey began with agricultural exports, focusing on onion exports to Dubai and Sri Lanka. This phase introduced Mr. Sahil to global trade dynamics, quality benchmarks, logistics management, and price volatility. While the export model showed early promise, the post-COVID period brought significant challenges, including policy changes, export restrictions, market uncertainty, and logistical disruptions.

Recognising the instability of the model, Mr. Sahil made a strategic decision to pivot rather than persist in an uncertain environment.

### **A Shift Towards Farmer-Centric Growth**

The export experience offered a deeper insight—the true strength of agriculture lies in empowering farmers at the grassroots. Acting on this understanding, Mr. Sahil shifted focus to direct farmer engagement by establishing an agricultural input shop.

The objective was straightforward yet impactful: provide quality inputs, fair pricing, and trustworthy guidance. Within 1.5 years, the initiative gained strong farmer confidence and built a solid local presence. This phase laid the foundation for **Alnai Farmers Producer Company Limited**, where Sahil Phatangare currently serves as Managing Director.

### **Expanding the Value Chain Through Contract Farming**

Building on early success, the company expanded into baby corn contract farming and seed production in association with reputed seed companies. This marked a significant shift from trading to value-chain participation.

Contract farming ensured assured markets and technical support for farmers, while seed production introduced strict quality control, compliance, and long-term partnerships. These initiatives not only strengthened farmer incomes but also enhanced the organisation's credibility within the agricultural ecosystem.

### **Technology-Led Services for Modern Farming**

Understanding that productivity depends on precision, the organisation diversified into drone spraying services and soil testing facilities. These services addressed critical gaps such as inefficient pesticide application and lack of scientific soil data.

Drone spraying improved efficiency, reduced input wastage, and minimised health risks, while soil testing enabled data-driven nutrient management. This positioned the company as a technology-enabled agricultural service provider rather than just an input supplier.

### **Entering Manufacturing and Building Farmer-Centric Brands**

The most defining phase came with the transition into manufacturing and brand development. Three farmer-focused brands were launched:

- **Samarth Dudh Special** – a scientifically formulated cattle feed
- **Rudraa Insecticide** – focused on effective and responsible crop protection
- **Karuna Fodder Crop** – aimed at sustainable, high-yield fodder solutions

Each product was developed with a clear philosophy—delivering visible and reliable results in farmers' fields and households. This shift from intermediary to manufacturer significantly increased value addition and long-term sustainability.

### **Digital Expansion Across Maharashtra**

In 2025, the company took a decisive step towards scale by launching pan-Maharashtra online sales of agricultural inputs through its website. The initiative integrated logistics, digital marketing, and farmer outreach, effectively bridging traditional agriculture with modern digital commerce.

The online platform expanded market access, improved transparency, and enabled direct engagement with farmers across Maharashtra.

### **From a Small Team to a Farmer-Driven Institution**

What began as a two-member team has grown into a strong agricultural institution comprising:

- 211 shareholder farmers
- 20 full-time employees
- More than 50 dealers across Maharashtra

This growth reflects shared ownership, collective belief, and a unified mission. The organisation today functions as a farmer-driven ecosystem rather than an individual enterprise.

### **Leadership Vision and the Road Ahead**

Mr. Sahil Phatangare's leadership philosophy is rooted in patience, ethics, and long-term thinking. He strongly believes that businesses must grow *with* farmers, technology must remain accessible, and profitability should coexist with social responsibility.

As the journey continues, Mr. Sahil remains committed to building stronger systems and expanding responsibly, with an unwavering focus on empowering farmers across Maharashtra—demonstrating how purpose-driven entrepreneurship can create lasting economic and social impact.

### **Selected for Maharashtra's Prestigious Awards**

Recognizing his dedication and achievements, he has been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra’s emerging entrepreneurs and artists.

The selection marks a proud moment not only for him but also for the entire region.

### **Presence of Renowned Film Personalities**

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

### **Event Hosted Under Expert Leadership**

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra’s rising entrepreneurs, designers, and creative talents.

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