



**Raakhe K Tandon**  
*Chief executive officer*  
*RAAS Capital India*

**When we say that we are a business incubation firm, we mean that we incubate and create businesses, own them and operate them. There are certain businesses like solar and agri-infra, which get executed in the project mode**

## RAVI to focus on solar irrigation pumps, rural electrification

**RITWIK MUKHERJEE**

*Kolkata*

RIDING on the high growth trajectory of renewable energy business in India, Rural Agri Ventures India Pvt. Ltd (RAVI), a wholly owned subsidiary of RAAS Capital, a business incubation company, will increasingly focus on rural electrification, solar irrigation pumps, streetlights and LED lighting.

Floated by Raakhe Kapoor Tandon, the firm will also focus on cattle feed business and refrigerated logistics. Eventually, it will also eventually get into areas like foodpark and affordable housing, Tandon,

CEO, MD of RAAS Capital India, told FC.

"When we say that we are a business incubation firm, we mean that we incubate and create businesses, own them and operate them. There are certain businesses like solar and agri-infra, which get executed in the project mode," Tandon said. Conceding that these were still early days, she said "We currently operate in a limited geography. Our cattle feed business, which sells feed under the brands of Milk Star and Milk Plus, operates

in Rajasthan, Punjab, while our LED business under the brand of MyWay has just been soft launched in Delhi, Rajasthan. Our logistics business, should be the first

one to go pan-India though, as you really need to connect all the major commercial hubs for it to be efficient," she

added. The company, meanwhile, has electrified more than 50 villages in UP and executed projects on solar irrigation pumps in Tamil Nadu. It is also exploring opportunities for rooftops and streetlights. Explaining the

rationale behind identifying these diverse segments as the focus areas, Tandon said, "There is a huge social impact, which each of these businesses creates."

To begin with, all these ventures are internally funded through equity participation. Asked how much does her company propose to invest in bringing up start-ups in these areas, she said, "Every business plan goes through a due diligence process. The food and agriculture sector is an ever-green sector, which employs a large portion. Our effort here is to increase the capital formation and commitment to this sector."

