

Mobile based
Agriculture Services
for the Millions…..

Nokia Life

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GSMA mAgri Webinar - 15th Jan 2013.

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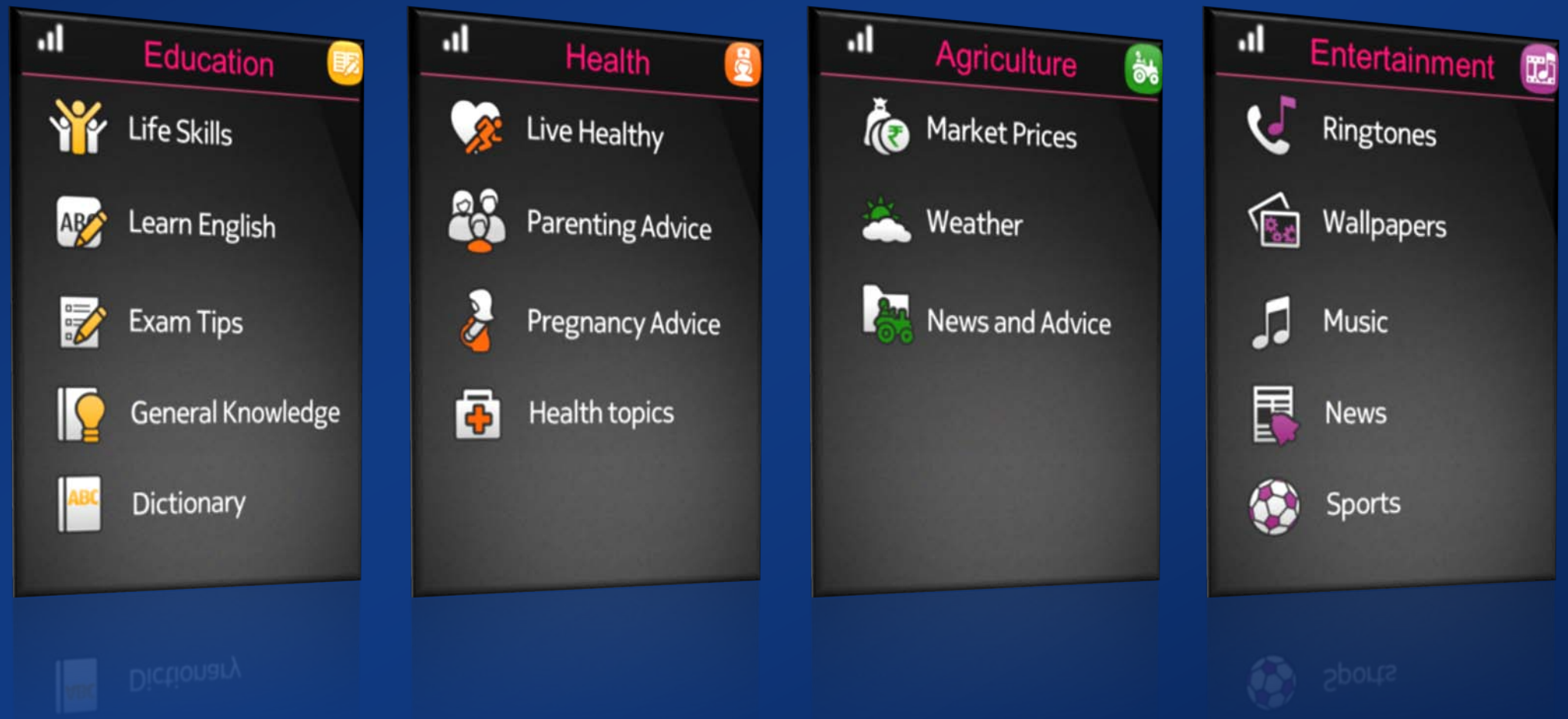
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Livelihood and Life Improvement Services Portfolio

High appeal and daily relevance in the lives of the Next Billion users

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Nokia Life: #1 Life Improvement Service Globally

90+ million have experienced **Nokia Life**

Simple
Yet rich and easy user experience

45+ devices across **Nokia S30 and S40**

Hyperlocal
and personalized information

Learn. Live. Share.

Life and livelihood improvement

3.5 billion people
India, Indonesia, China and Nigeria

18 operator billings in four countries; reach of ~ 1.5 BIL

10 Million + unique updates daily in **18 languages**

90+ knowledge and information partners

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Consumer Insights on Agriculture Information Needs



- Timely & Actionable Information from Trusted Sources
- Best Practices, New Methods & Developments
- Locally Relevant & in Local Language
- Storable & Referenceable
- Access to Experts

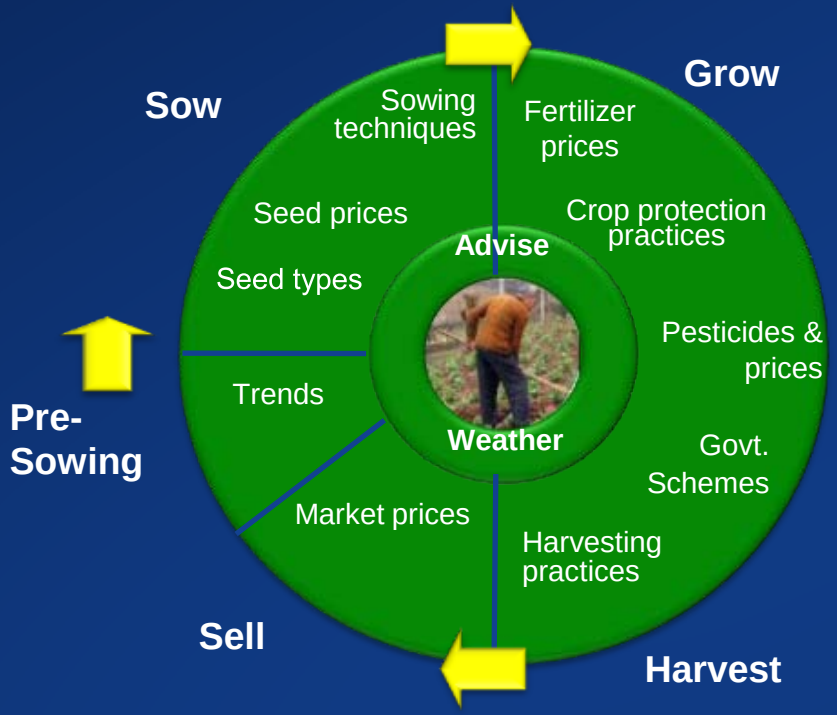
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Nokia Life Agriculture Services Portfolio

Empowering Farmer with access to Actionable Hyper-local Information



Information

Crop & Commodity Tips

- Yield enhancement
- Pest prevention & Control
- Best Practices & Techniques
- Agri News

Market Prices

- Daily prices from three nearby markets

Weather

- Agro-Met Information with Advisory

Personalization

Crops & Commodities

- Choice of THREE items from a large list of crops and/or commodities

Location

- Choice of Location at a granularity feasible for hyper-localization

Language

- Choice of Local Languages to receive information in

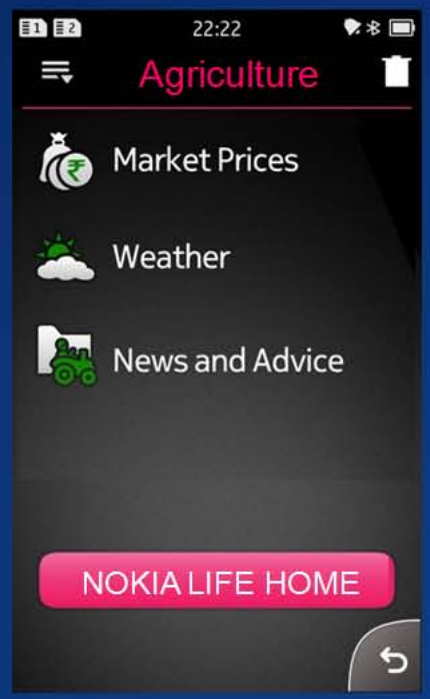
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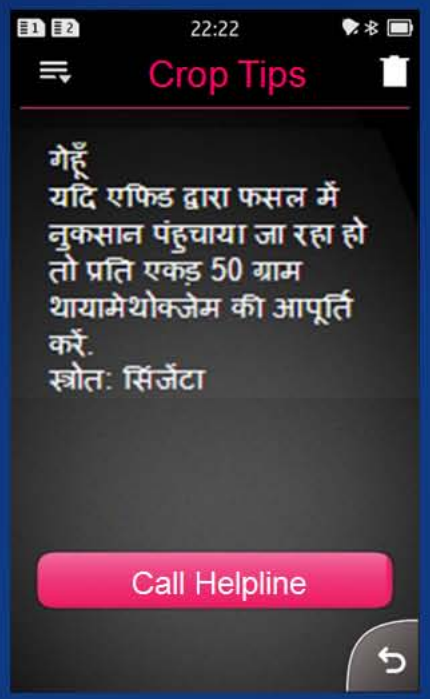
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User Journey

Rich User Experiences & Social to Farmers across a wide range of phones











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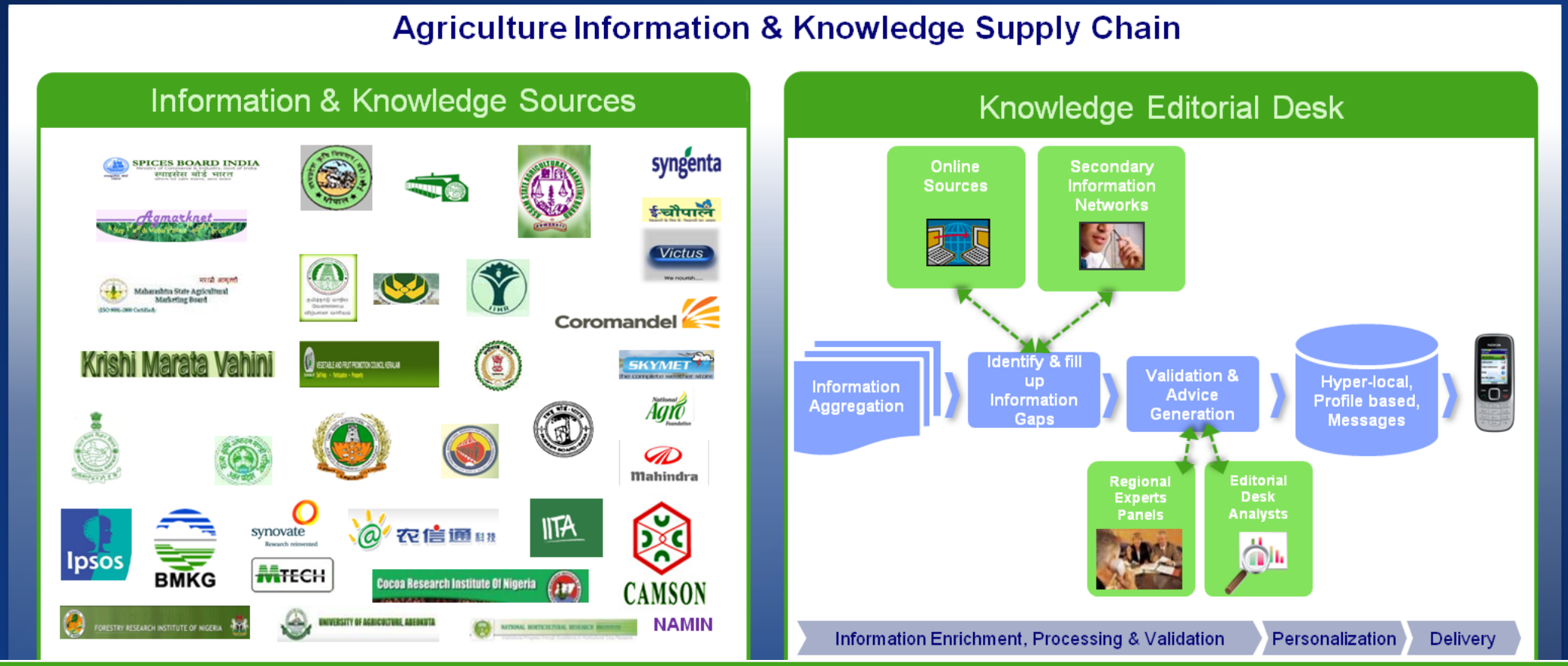
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National Scale - Deep - Hyper-Local

Country	*Crops /Commodities*	*Markets*	*Languages*
INDIA	275	7000	12
CHINA	100	2000	Chinese
INDONESIA	150	201	Bahasa
NIGERIA	35	111	3
TOTAL	*460*	*9312*	*17*

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Co-creating with the Ecosystem of Partners



18 Operators across 4 Countries

vodafone airtel DOCOMO RELIANCE !dea AIRCEL VIDEOCON TELKOMSEL indosat XL 3 AXIS 中国移动通信 CHINA MOBILE China Unicom MTN etisalat airtel glo

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Empowering a wide range of Consumers



Farmer

I earlier had to leave my day work and travel so far to check rates and sell crop for my family who was growing it in the village. Now with this I get rates of three nearby areas and I now sold my crop at a profit of Rs. 70/- per quintal" ….



Farmer Worker

I am learning better farming methods to improve yield of the land to enable me to become prosperous when I start my own farm.



Grain Trader

People now come to me to ask for information on where to sell etc .. I want to continue using this service…I like it that people come to me and I don't want them to stop asking me for advice"

"I share the information with everyone around so feel proud & good



Insurance Agent

As a small town insurance agent most of my customers are Farmers. I subscribe to agriculture information as I see it as a means of helping my clients, and potentially I may become middleman.

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Co-creating Value for Ecosystem Players is Key



Knowledge/ Expertise Owners



Editorial Desks



Nokia



Network Operators



End-Users

Ecosystem Anchor

Identify Opportunity
Co-Create Value
Co-Develop Offerings
Co-direct Ecosystem's Focus and Future

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NABARD in India

Agriculture Bank Engages & Empowers Consumers via Nokia Life

NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT

Nokia Life Service in collaboration with **NABARD (Govt. Agriculture Bank)** to empower the Bank's Loan Customers with up-to-date information and increase quality of Loans for the Bank.

Daily Market Prices, Yield Improvement methods and Weather information to hundreds of **Lead Farmers**.

=

- Better Crop Yield
- Higher Profits Margins
- Better loan repayments

May 2011 to April 2013

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Nokia Life Vision: Inform. Involve. Empower.

Putting relevant, timely & personalized information in the hands of consumers

Inform.

Involve.

Knowledge Partnerships with local Government, NGO's, Universities, Developmental Agencies, public & private sector enterprises

Bridging the digital divide, Empowering communities towards economic and societal progress

Empower.

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Nokia Life:
Scalable Platform to Reach & Engage the "Next Billion"



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Thank you

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