



ISSUE 11TH, OCT 2025

BHARAT INTELLIGENCE

BUILDING THE
THINKING ENGINE OF BHARAT
ENABLED BY BHARAT INTELLIGENCE

STARTUP TODAY

startuptoday.in



Bharat Intelligence

STARTUP

— OF THE WEEK —

BHARAT INTELLIGENCE

BUILDING AI THAT SPEAKS RURAL INDIA'S LANGUAGE

In the bustling tech corridors of Mumbai, where most startups chase urban consumers with complex digital solutions, Bharat Intelligence is doing something remarkably different. Founded in 2024 by Azhaan Merchant and Gourav Sanghai, this agritech startup is building artificial intelligence that doesn't just work for India it works with India's rural heartbeat.

The company recently raised ₹7 crore in pre-seed funding led by Sahyadri Farms, but what makes this investment truly groundbreaking is its structure: over 22,500 farmers have become shareholders through Sahyadri Farms, giving them not just economic participation but actual governance power. With Vilas Shinde, Chairman of Sahyadri Farms, representing farmers on Bharat Intelligence's board, this isn't just funding it's farmer ownership.

While India's tech success stories often focus on urban innovation, Bharat Intelligence tackles a crisis hiding in plain sight: the farm labor shortage. In Western Maharashtra's grape, banana, tomato, and pomegranate belts, farmers struggle daily to find skilled workers exactly when they need them.

The startup's Labour OS uses AI to predict labor demand, seasonality, and regional needs built not for boardrooms, but for villages, trust networks, and real-world migration patterns.

Beyond Technology: Building Trust

The real innovation isn't just in the algorithms it's in the approach. Bharat Intelligence spent months embedding with farming communities, mapping not just labor flows but social structures, seasonal patterns, and economic relationships that conventional datasets miss entirely. This "context layer" becomes the foundation that makes their AI genuinely useful for India's billion rural users.

The platform addresses both immediate needs and long-term dignity. Farmers get predictable access to quality labor exactly when crops demand it. Workers receive consistent, respectful employment with fair wages and year-round livelihood opportunities. The result is an ecosystem where technology strengthens rather than disrupts existing community bonds.



With their fresh funding, Bharat Intelligence plans aggressive expansion across Western Maharashtra's horticulture regions. The team is strengthening product capabilities while scaling operations to serve grape, banana, tomato, and pomegranate farmers crops that demand precise labor timing and skilled handling.

The startup's roadmap extends beyond labor matching. Plans include embedded commerce and finance features that can serve both farmers and workers through the same platform, creating a comprehensive rural economy ecosystem powered by context-aware AI.

Intelligence Embedded in Rural Reality



"India's economy is agrarian, deeply physical, and cannot be understood from the cloud alone," explains Azhaan Merchant, Co-Founder & CEO. "To build AI for India, it must be embedded in rural life, attuned to the nuance of a handshake in a village market, the seasonal migration of workers balancing dual livelihoods, and the trust networks that quietly govern transactions."

This philosophy drives everything Bharat Intelligence builds. Their platform doesn't force farmers to adapt to technology; instead, it adapts to how farming communities actually operate. Workers can access opportunities through simple, vernacular interfaces that respect local communication patterns, while farmers get reliable access to skilled crews through systems that understand agricultural rhythms.

From village markets to venture funding, from handshake agreements to high-tech predictions, Bharat Intelligence proves that the most sophisticated AI is the kind that makes rural life simpler, fairer, and more prosperous.



Stay ahead with **STARTUP TODAY**

your source for startup
news and insights.

STARTUP TODAY

YOUR GO-TO SOURCE FOR THE LATEST STARTUP NEWS,
TRENDS, AND INSIGHTS - EMPOWERING FOUNDERS,
INVESTORS & INNOVATORS.

 startuptoday.in

 contact@startuptoday.in

follow us on  