25.02.24

# Dr Earth Ai Technologies Pvt Ltd

**(Formerly known as Sree Mudranalaya Technology Pvt Ltd)**

## A Geo Tech  Products Company

# Business Plan

# Index

## QUICK FACTS

## Name : Dr Earth Ai Technologies Pvt Ltd

**(Formerly known as Shree Mudranalaya Technology Pvt Ltd )**

A Geo Tech   Products and Solutions Company

**INDUSTRY – GIS**( Geographic Information Systems )

**INCORPORATED** : 2006

## PRODUCT :

**LAND MASTER –   A Unified and Integrated Stack of Ai  Products  for Land Records and Registration Management**

LAND MASTER  IS Solving India's land records, registration and land info   problems for Government and Citizens

## Certifications :

ISO 9001 :2015

ISO 27001:2022

CMM Level 5

## Registered office :

Terminus Building ,

BG12 UG Floor

Action Area 1B ,

New Town ,

Kolkata – 700156

## INTRODUCTION :

## 1.HIGHLIGHTS :

The company is a GEO Tech COMPNAY in the GIS Industry and is now engaged in building and selling Geo Ai Products and Solutions. The company is current selling its product Landmaster , which may be describes as follows :

**Land Master is** "**Unified and Integrated Stack of Ai Products for all Land Records and Registration Management**" .

**LAND MASTER IS Solving India's** land records, registration and land info problems for Government and Citizens

## 1.2. What are the top priorities of the GOI for Lands Records Modernisation as stated in the DILRMP document ( DILRMP : Digital Indian Land Records Modernisation Program)

The Government on India has come out with a policy document called ***DILRMP ( Digital India Land Records Modernisation Program )*** mentioning All States and UT's Land Modernisation and Management Programs and Policies to be implemented by the 28 State Governments and UT's.

The Government Of India Key Programs under the Land Records Modernisation Program to be implemented by all 28 States and UT's in India as follows

i.. Computerisation of all Land Records

ii. Survey and Resurvey Updates

iii. Integration of Property Registration and Land Records ( synchronized with Land Registry )

iv. Mutation to immediately reflect on Land Record Portal

v. Centralised Data of all Land Records

vi. Geo Spatial Information ( Geo Referencing )-

vii. Citizen Services – Access to all Land Records on Citizen Portal

viii. Implementation of ULPIN: It is classified as Aadhar for Land, which contains ownership information, area and size of the plot.

## 1.3. How does Land Master , unified & integrated stack of Ai products , solve Government's Land Records Modernisation problem as stated in the DILRMP document ?

Land Master is an Unified and Integrated Stack of Ai Products for Land Records and Registration Management . LAND MASTER IS Solving India's land records, registration and land info problems for Government and Citizens .
For product details , pl check section 2

## 1.4. LAND MASTER- TRACK RECORD

### Success Stories and Metrics:

With projects across West Bengal and beyond, LAND MASTER is shaping the future of Land Records Management in India.

LAND MASTER ,over the last several years has been able to execute several projects for the State government for its Land Records and Survey Department and Registration & Stamp Revenue , Govt of West Bengal

LAND MASTER'S Lifetime turnover of Rs 100 cr. Fastest Growing Geo Tech Product in India

LAND MASTER is a Unified and Integrated Ai Platform for Land Records and Registration Management

LAND MASTER  Is Solving India's land records, registration and land info   problems for Government and Citizens

## 2. PRODUCT:

*LAND MASTER : A Unified and Integrated Stack of Ai products  for Land Records and Registration Management*

**LAND MASTER  IS Solving India's** land records, registration and land info   problems for Government and Citizens

### 2.1 LAND MASTER –  Stack of Product Offerings

### LM Product offerings :

Maps , Surveys and Resurveys

Digitisation of Cadastral Maps  and FMB

Geo Referencing of all Maps

Integration of Text data (RoR) with Spatial Data

Integration of Registrations and Land Records

Storing Land Ownership Data  with Blockchain

Linking of Aadhar Card with Record of Rights – Consent based Linking

### LM Services Offerings  :

Setting up of Modern Record Rooms

Setting up Data Centers

Setting up of Land Record Management Centres at Tehsil /Circle/Block

Computerisation of Record of Rights

Computerisation of Sub Registrar Office

Computerisation of Property Valuation Details

Computerisation of  Legacy Data Regarding Property

 Connecting Sub Registrar Office with Tehsildar (  Land Revenue ) Office

Scanning and preserving of Old Data

# 3. Dr Earth R&D

3.1 Dr Earth  R&D Centre is currently focused on building disruptive  Ai Products and Solutions with  LAND MASTER to solve problems in the  following areas of Land Records and Registration Management  :

Maps , Surveys and Resurveys

Digitisation of Cadastral Maps

Geo Referencing of all Maps

Integration of Text data (RoR) with Spatial Data

Integration of Registrations and Land Records

Storing Land Ownership Data  with Blockchain

Linking of Aadhar Card with Record of Rights – Consent based Linking

## 3.2 Dr Earth R&D  - AI TOOLS AND TECHNOLOGIES BEING USED TO BUILD LAND MASTER PRODUCTS   :

**Blockchain + AI**: Immutable, tamper-proof land records and smart contracts for transparent transactions.

**Computer Vision**: Automated identification and digitisation  of land parcels

**NLP**: Automating the extraction of relevant data from legal documents for faster land registration processes.

**RPA + AI**: Automating the administrative tasks involved in land registration, reducing human error and speeding up the process.

**Predictive AI**: Identifying fraud and risk in land registration and predicting future land use changes.

## 4.1. CUSTOMERS –

## 4A.1. Current list of Customers who are buying the Landmaster products :

Out of Rs 100cr lifetime revenues generated by the company over the last 15 years, over 90% of the revenues has been generated from the State Governments .

### State of West Bengal : Land Records

Directorate of Land Records and Survey & Jt Land Reforms Commissioner , West Bengal

### State of West Bengal : Land Registration

Inspector General of Registration & Stamp Revenue , Govt of West Bengal
Directorate  of Registration & Stamp Revenue , Govt of West Bengal

### Sub-Registrar Offices (SRO)- West Bengal

Land Registration is carried out by Sub Registrar officer under the Registration of each state
**Functions –** Registration of Property Sales , Mortgages , Lease and Gifts ,Safe Guarding of Legal Docs and Collection of Stamp Duty

### Others- Municipalities ,Institutions and Corporate :

Webel Technologies Ltd
Webel Mediatronics Limited
Kolkata Metropolitan Development Authority
Kerala State Electronics Development Corporation Ltd
Rail India Technical and Economic Services
Kolkata Urban Services for Poor
Delhi Indira Gandhi International Airport
Rolta India Ltd
Hiland Group
North Dum Dum Municipality
Dum Dum Municipality
Dankuni Municipality
Maheshtala Municipality
Rajpur Sonarpur Municipality
Naihati Municipality
Gayeshpur Municipality
Garulia Municipality

## 4.2 Future CUSTOMERS :
## WHO CAN USE - LAND MASTER STACK OF AI PRODUCTS

**a..LAND MASTERS'S products called " Digitisation of Maps"  can be used by the following**

**Land Master  Ai Powered Product "Digitisation of Maps " can be used by the following :**

**i. ALL States   and UT's in India can use LAND MASTER  for their  Land Records Modernisation Programs**

**ii. Survey of India :**
Survery of India can use LAND MASTER for Digitisation of Land Maps

**iii.100 Countries in the World can use LAND MASTER**
LAND MASTER could be used in by Governments in  over  100 countries  in the world for their  Government Land Records Modernisation Program

**iv. Public Sector Institutions in India** can use LAND MASTER's "Digitisation of maps Product" :
They can use LAND MASTER to manage their large and unorganized land parcels and  properties in  India  and  abroad **.** Examples :Life Insurance Corporation  of India(LICI ,Indian Railways  ,STATE BANK OF INDIA etc

**v.  Market for "Engineering Drawings" to be digitised  :**
Land Master " Digitisation of Land Maps " can also be used for vectorising all Engineering Drawings , therefore opening another  very  large  market  of  our product  which  would  include  all  Engineering  Plant  and  Other  Engineering Drawings which need to be vectorised

## 5.1.  CURRENT MARKET SIZE :

**i.Total Geographic Information Systems (GIS) Market ( 2025)**
65000 cr as mentioned by "Ministry  for Science and Technology-  (UN –WGIC)2022 in Hyderabed.

**ii. Market for Land Records and Registry Modernisation and Management In India :**
Rs 13000 cr- (20%) of the above 65000 cr GIS Market in India.

## 5.1.  FUTURE  MARKET SIZE  :
**Landmaster's Unified and Integrated Stack of Ai Products for Land Records and Registration will find a market on back of the following policies and government Initiatives**

**i.Digital India Land Record Modernisation Programme (DILRMP) –**It is a Central sector scheme with 100 % funding by centre and  aims to develop Integrated Land Information Management System (ILIMS) across the country. DILRMP – Digital India Land Records Modernisation Program will open the future market for land master's Land Records and Registration Products

**ii.National Generic Document Registration System(NGDRS) –Department of Land Resources, Ministry of Rural Development  :  One Nation , One Software** : It is a common, generic and configurable application developed for all Under "One Nation , One Software" initiative . NGDRS can also be  integrated with State Land Portals for Zone value and location of land , NOC for party and land details , for Online Payment , e Stamp and Citizen Services .

**iii.SVAMITVA – Survey of Villages and Mapping with Improvised Technology in Village Areas:**
This  was launched in 2020.It aims to provide the 'Record of Rights' to village household owners possessing houses in inhabited areas in villages.
**iv.Bhumi Rashi Portal , Ministry of Road & Highways for Land Acquisition Programs :** This portal makes it easier fo GOI to acquire land for Infrastructure Projects

**v.E Panchayat and GIS Integration :**Aims to provide digital governance at the Village Level including Land Records Management

**vi.State Level e-Initiatives :** Maharashtra Land Records Online Portal , Karnataka Computerized land Record System called BHUMI , for West Bengal Portal called BANGLAR BHUMI and Punjab Land Records Online access called PLRS

# 6.1. LAND MASTER'S COMPETITION –

i.LAND MASTER is an Unified and Integrated Ai Stack of products for Land Records and Registration Management . Land Master . No other Geo Tech company in India is building Ai Powered Land Records and Registration Products as we are doing .Therefore we have little competition in the market place today.

List of the large GIS companies in India . Pl note that there are very few companies which are in the Land Records and Registration Market like us

**List of Large Geo Tech Companies in India :**
*Dr Earth Ai Technologies Pvt Ltd –*
 *LAND MASTER ( Unified and Integrated Stack of Ai products for Lands Records and Registry Management )*

Map My India offers digital Mapping and location based solutions in India
Heliware Analystics Platform provides GIS Web Mapping and Spatial Data Science Tools
Aarav Unmanned systems is into Drone Solutions
Prolincular Technologies specializes in Geometric Modelling
**Accel UAV** is into Defense Tech Solutions
**Prakhoj is** into Geo Informatics and Bio Technologies
**Sagar Defence** in into Unmanned marine Vehicle solutions

## 6.2. LAND MASTER'S COMPETITIVE ADVANTAGES:

**LAND MASTER is an Unified and Integrated Ai Stack of Products for Land Records and Registration Management .**

Our competitive advantage lies in the fact that we are solving Land Records and Registration Problems with very powerful Ai tools and technologies which gives us disruptive advantage with our products as against what the competitors are offering

**Already Launched Ai product for Land Map Digitisation :**

We have already launched India's first Ai Land Master which does the Digitisation of Cadastral Maps using Ai . Our's is the first Ai product in the Market which is Ai powered and reduces the time to execute each Land Map Digitisation by 90% . Also , all these Maps which have been Digitised with Ai Powered Land Master are more accurate and precise .

**For Geo Referencing :** We are working on Ai models for image recognition and matching algorithms to pinpoint locations on a modern coordinate systems .
Ai based Algorithms such as machine learning and deep learning can improve the accuracy of Geo Location and Geo Referencing . Ai Models can correct for any distortions in satellite imagery or GPS Data .

## 7. OPERATIONS

**PROJECT EXECUTION TEAMS :**
Our Team has done over 50 GIS professionals executing Land Digitisation Projects

## 8.1  INFRASTRUCTURE :

### 8A.OFFICE INFRASTRUCTURE

7000 sq ft Office in New Model Town fully equipped with all facilities and amenities.
The Office has a seating capacity for more than 100 persons

## 8.2  TECHNOLOGY INFRASTRUCTURE :

All GIS Related Software and Hardware has been installed in the office

# 9.MANAGEMENT TEAM:

## 9.1.  BOARD OF DIRECTORS:

Mr Asit Roy-  Over 25 Years of Experience in GIS and Land Records Modernistion  Industry

Mr Amit Mitra – Over 20 years of Experience in Technology , Hardware and Software Sales

## 9.2.  Key Roles  :

**Asit Roy- Director** –   Over 20 years experience in GIS Industry

**Amit Mitra –Director** – Over 20 years experience in IT Sales

**MS Islam- CEO-** Over 20 years of experience in the GIS industry

**Dr Kaberi Samanta : Research-** A PhD in Geo Science with  20 year experience in Research and Projects

**Sanjay Agarwal** – Head of Finance –Over 20 years of experience in Finance and Business Acceleration

## 9.3. ADVISORY BOARD :

Dr Biswajit Roy Chowdhury – Member Executive Committee ,Chairman SAIARD and RSIGST

## 10. FINANICIALS – PROJECTIONS

## Profit and Loss Account -

| | FIVE YEARS PERFORMACE | | | | | PROJECTIONS | | |
|---|---|---|---|---|---|---|---|---|
| | 19-20 | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 | 25-26 | 26- 27 |
| | Rs Cr | Rs Cr | Rs Cr | Rs Cr | Rs Cr | Rs Cr | Rs Cr | Rs Cr |
| | Aud | Aud | Aud | Aud | Aud | Proj | Proj | Proj |
| Sales | | | | | | | | |
| Sales – Land Master | 7.96 | 6.56 | 9.52 | 4.98 | 1.00 | 2.00 | 25.00 | 50.00 |
| | | | | | | | | |
| Operating Cost - | 9.67 | 6.02 | 8.42 | 4.37 | 0.95 | 1.20 | 15.00 | 30.00 |
| | | | | | | 60% | 60% | 60% |
| | | | | | | | | |
| Operating Margins | (1.70) | 0.54 | 1.10 | 0.61 | 0.05 | 0.80 | 10.0 | 20.0 |
| EBIDTA % | | -- | 8% | 12 % | 12% | 40% | 40% | 40% |
| | | | | | | | | |
| Net Profits( Rs Cr ) | (0.60) | 0.26Cr | 1.38Cr | 0.55Cr | 0.05Cr | 0.50 Cr | 6.25Cr | 12.50 Cr |
| Net Profit % | | -- | 4.0% | 15.0% | 11% | 25% | 25% | 25% |
| | | | | | | | | |
| | | | | | | | | |