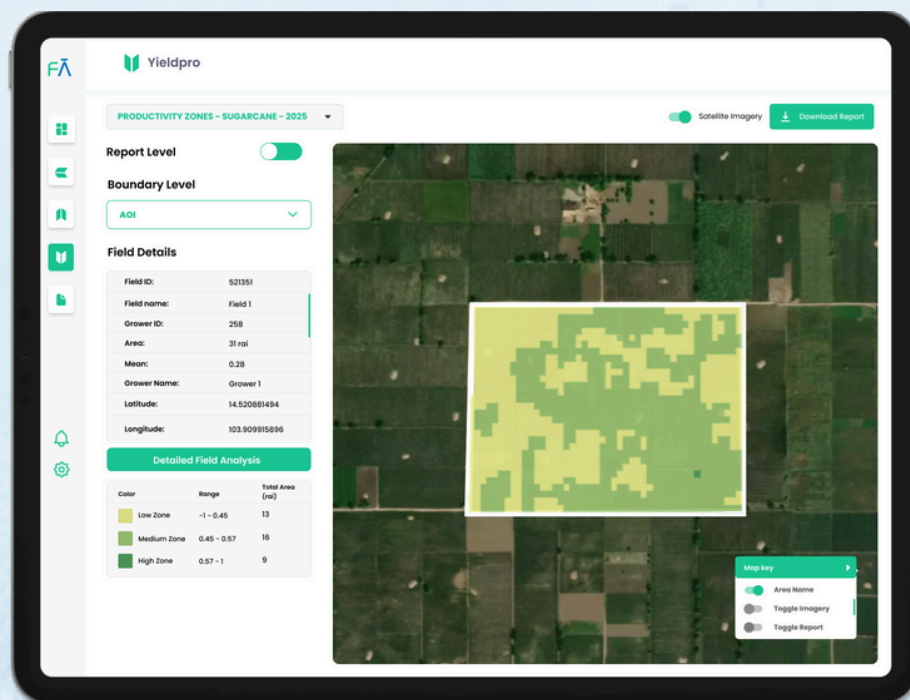


Case Study

From delayed interventions to proactive crop management using space technology



Identifies high- and low-performing productivity areas to maximize field efficiency.

Client Background



Fauji Fertilizer Company Limited (FFC) is Pakistan's leading fertilizer manufacturer and a key player in the agricultural sector. Focused on supporting farmers and improving productivity, FFC produces and distributes urea-based fertilizers and provides agri-support services nationwide.

Client Challenges

Before Farmdar's involvement, FFC used conventional, manual methods for soil health and nutrient management that lacked real-time insights and precision. Their challenges included:

**01**

Limited coverage due to reliance on manual field visits.

02

Delayed detection of crop stress and nutrient deficiencies.

03

No spatial visibility of variability within fields.

04

Generalized advisory without data-driven precision.

05

Difficulty measuring the impact of their recommendations.

Farmdar's Space Technology-Based Solution

Farmdar deployed a suite of satellite and space technology-powered advisory services, providing FFC with near real-time, field-level crop intelligence.

- **Productivity Zone Reports** to segment fields for soil analysis and targeted fertilizer application.
- **Plant Health Reports** for near real-time crop health monitoring.
- **Plant Stress Reports** identify biotic and abiotic stress.
- **Nitrogen Reports** optimizing fertilizer use.
- **Moisture Reports** to enhance water use age efficiency.

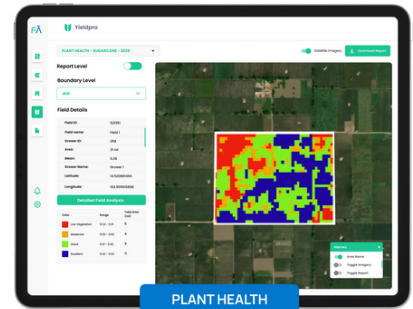


Case Study

These reports, maps, and dashboards were integrated with FFC's workflows, enabling precision agriculture at scale. Farmdar also provided customized reporting templates and ongoing training for FFC's agronomy teams.

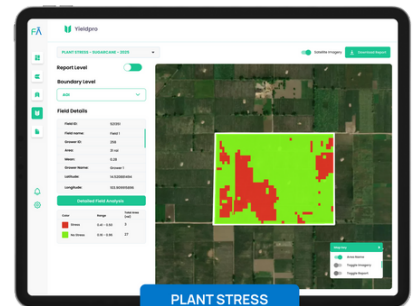
Plant Health Report

Identifies health of crops using NDVI values



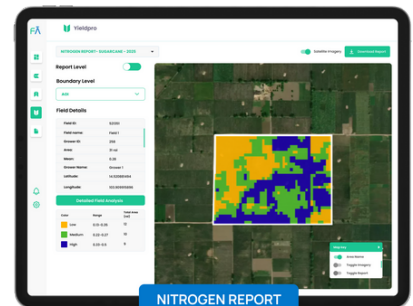
Plant Stress Report

Monitors overall crop health to detect growth variations.



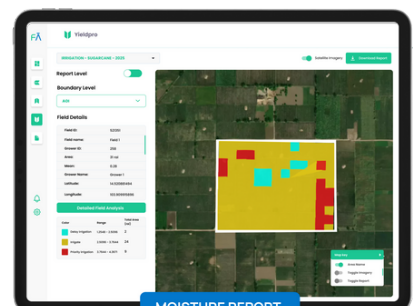
Nitrogen Report

Identifies areas of high, medium, and low nitrogen uptake by crops.



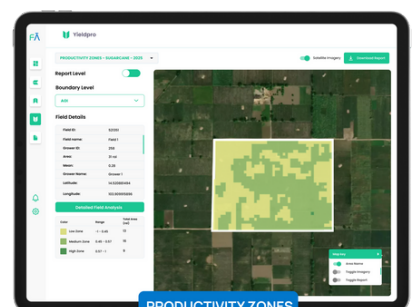
Moisture Report

Highlights soil moisture levels for precise irrigation management.



Productivity Zone Report

Identifies high- and low-performing areas to maximize field efficiency.



Case Study

FARMDOAR

On-Field Impacts

Impact

→ **Enhanced real-time decision-making** by FFC's field staff.

→ **Proactive management** with early detection of crop issues.

→ **Stronger coordination across FFC's teams** through centralized insights.

→ **Improved farmers' plant population** and hence, increase in yield.

→ Shift to precision-guided, field-specific fertilizer **recommendations based on soil analysis.**

→ **Improved farmer trust** through accurate, data-backed advisory.

Farmdar's AI & space technology crop monitoring enabled FFC to deliver timely, precise insights that improved decision-making, farmer trust, and operational efficiency.

Ready to unlock your farm's full potential?

Join leading agribusinesses using Farmdar to deliver precise crop insights, optimize fertilizer use, and enhance farmer productivity.

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