

Mahindra Agri Buys 33% stake in start-up MeraKisan

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WINNERS ALL: MeraKisan passes on cost benefits to consumers, and farmers get more money for the produce.—FILE PHOTO

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MUMBAI: Making its foray into the e-commerce space, Mahindra Agri Solutions, the agriculture business of the Mahindra Group, through one of its joint venture companies, has acquired 33 per cent stake in Pune-based agriculture e-commerce start-up MeraKisan Pvt Ltd for an unspecified amount.

Direct sourcing

The minority stake has been acquired by Mahindra Univeg Pvt Ltd, a 60:40 joint venture between Mahindra Agri Solutions and Belgium based Univeg (formerly

Greenyard Foods). MeraKisan operates its business through its website shopping.merakisan.com.

The start-up supplies fresh fruits and vegetables to end-users by directly sourcing from farmers.

Through this business model MeraKisan provides a cost-benefit of about 10 per cent to consumers while the farmers get prices that are 15 to 20 per cent higher for their produce, it is learnt.

While the company takes the orders, the farmers directly deliver the produce to end-users.

It caters to Pune and Navi Mumbai markets.