

Ajinkya Rahane to invest in Mahindra backed MeraKisan

Emerging

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- *Ajinkya to also be the brand ambassador of the Organic player*

Mumbai, March 11, 2020: MeraKisan Private Ltd., a part of the USD 20.7 billion Mahindra Group, and a prominent player in the organic agri business market, with a focus on avant-garde organic food supply chains, today announced its partnership with Ajinkya Rahane, Vice-Captain of the Indian Test Cricket team.

Ajinkya who hails from a farming background and is an ardent supporter of farmers, has joined forces with MeraKisan to usher in a new era of safe, traceable and healthy organic food for the increasingly health conscious Indian consumer.

As part of this partnership, Ajinkya has invested and will own equity in MeraKisan and would also be its brand ambassador. His goal is to contribute toward delivering sustainable prosperity to Indian farmers through the adoption of new-age organic farming techniques which align perfectly with the DNA of MeraKisan.

Speaking of his association with MeraKisan, **Ajinkya Rahane, Vice-Captain, Indian Test Cricket Team** said "It is a matter of great pride for me to be associated with a new age, sustainable organic agri business like

MeraKisan. I strongly believe that organic food contributes to overall wellness, and this partnership is significant as we share a common goal. Further, I am excited to be part of a journey which delivers sustainable prosperity for our farmers through organic farming methods".

Prashanth Patil, Founder-CEO of MeraKisan Pvt. Ltd. said, "At MeraKisan our vision is to enable healthy living to create a better world. It is an honour to collaborate with Ajinkya who shares our values and passion for this important cause. At the very core of our business we work with farmers to ensure the adoption of sustainable agri practices, as well as cultivating high quality agri produce for consumers. Together with Ajinkya we hope to promote vibrant and healthy living, and build an organic-food culture for the future."

Speaking on the association, **Ashok Sharma, MD & CEO- Mahindra Agri Solutions Ltd.** said, "At Mahindra we are committed to driving positive change and impacting the lives of Indian farmers. Our investment in MeraKisan, reflects our commitment to enable the growth of organic farming which is one of the keys to a healthy life. We are delighted to welcome Ajinkya to the Mahindra family, he is a role model for the new generation and a passionate supporter of the Indian farming community".

About MeraKisan

MeraKisan Pvt Ltd. is an associate of Mahindra Agri Solutions Limited, a wholly owned subsidiary of Mahindra and Mahindra. MeraKisan is a prominent leader in the organic food industry closely working with organic farmers, assuring certified, nutritious and healthy organic food. Since its inception, MeraKisan has witnessed robust growth backed by strong relationships with organic food producers across country, whom it has helped transition to sustainable and profitable organic farming practices. Further backed its digital and end to end traceable supply chain, it links

these farmers to better market opportunities through own brand in major online stores and B2B deliveries to major e-commerce, organic and modern trade players. Through this differentiated approach, MeraKisan has been able to help more than 16000 organic farmers across India.

Please visit: <http://www.merakisan.com/> for more details.

Social Media Handles:

- **Facebook** – @merakisanonline
- **Twitter** – @merakisanindia
- **Instagram** – @MeraKisan Daily
- **Hashtags** - #MeraKisan #OrganicFarming
- **Tag** - @ajinkyarahane88

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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