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India'sÂ Ninjacart empowers Philippine Agritech firm Mayani with strategic investment and tech deployment

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Walmart-backed Ninjacart, India's leading agri-startup that leverages technology and data to organize the global agriculture ecosystem, joins forces with Philippine B2B agritech innovator Mayani in a landmark deal. This strategic partnership sees Ninjacart deploying capital alongside cutting-edge supply chain technology and its advisory services to fuel Mayani's innovation and growth trajectory. Ninjacart will also support Mayaniâ??s expansion efforts and jointly establish an integrated Asian agri-food supply chain that would catalyze more digital innovations geared to address Asiaâ??s complex food basket.

Ninjacartâ??s investment in Mayani, facilitated through its venture funding arm, NinjaVentures, marks a significant step in its international expansion strategy. The partnership will focus on identifying and addressing global food supply gaps, leveraging cross-border opportunities to amplify Mayani's market presence. Mayani will integrate Ninjacartâ??s advanced technology, source traceability, and inventory management solutions to achieve inter-operability, hyper-efficiency, predictive modeling, and to enhance its supply chain efficiency.

Ninjacartâ??s entry into Mayani coincides with follow-on funding from existing investors, including the Jimenez family, after Mayaniâ??s successful $1.7 million seed round led by AgFunder in 2023. With over three times revenue growth in the same

fiscal year and positive margins, Mayani demonstrates strong fundamentals for further expansion and impact.

Mayani boasts a vast grassroots network of over 144,000 organized smallholder farmers and fisherfolk across the Philippine archipelago. Its multi-point value chain platform optimizes supply chain dynamics, connecting fragmented supply with B2B market demand seamlessly. Moreover, Mayani's ancillary agro-services empower smallholders, enhancing yield and climate resilience through quality agricultural inputs and facilitating rural financial inclusion.

The alliance between Ninjacart and Mayani heralds a new era of innovation and collaboration in the Philippine agritech sector, driving sustainable growth and economic empowerment across the agricultural value chain.Â