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Indiaâ??sÂ Ninjacart launches Startup Program to empower FoodTech and AgTech Startups

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Ninjacart, Indiaâ??s leading agri-tech startup transforming the agricultural ecosystem through technology and data, announced the launch of its **Ninjacart Startup Program**. This agri-tech-focused startup program aims to accelerate the growth of early-stage FoodTech and AgTech startups by providing access to cutting-edge technology, venture capital partners, financial backing, and expert business advisory.

With nearly a decade of experience in transforming agricultural ecosystems through technology and data, Ninjacart has partnered with agri-tech innovators globally to optimize supply chains and solve complex distribution challenges. The **Ninjacart Startup Program** leverages this expertise, network, and proven solutions to help startups scale faster, drive meaningful change, and lead the future of food distribution.

The Ninjacart Startup Program offers four key benefits to participants:

1. **Access to Ninjacartâ??s Advanced Technology**: Renowned for its comprehensive and innovative technology across the agri-tech ecosystem, Ninjacartâ??s proprietary solutions set an industry benchmark. Through the Startup Program, startups gain access to a focused suite of Ninjacartâ??s supply chain management tools to drive growth or enhance operational efficiency. Growth tools include demand forecasting, sales management, pricing intelligence, campaign management, and customer app modules. For operational efficiency, modules for procurement, inventory management, workforce management, logistics, and catalog management are available.

2. **Pitch to VC Partners**: Startups will have the chance to present to top VC partners such as Syngenta Group Ventures and Base Capital on Demo Day, scheduled for February 2025.
3. **Financial Backing**: Ninjacart offers credits up to $50,000 to offset platform and implementation fees during the first six months of participation.
4. **Expert Business Advisory**: Participants will gain access to Ninjacartâ??s domain expertise and leadership to build scalable supply chains for fresh produce, meat, and staples, offering tailored guidance to shorten their path to profitability.

The program is open to emerging startups that were founded in 2020 or later, have raised up to $1 million in funding, and operate outside India. Eligible startups must be post-revenue and focused on innovating the food supply chain.

Kartheeswaran KK, Co-Founder and CEO, Ninjacart said â??The Ninjacart Startup Program is designed to empower innovators who are driving systemic change in food systems. By offering our expertise, technology, and network, we aim to help startups accelerate their startup journey and propel the collective transformation of the global agriculture ecosystem.â?

Ninjacart is India's largest agri-tech company revolutionizing the agri ecosystem through technology, innovation, and ideas. Our mission is to provide agri citizens with better commerce, finance, and fulfillment solutions.