

# Ajinkya Rahane backs Mahindra's MeraKisan



Mahindra Group's MeraKisan, an organic agri producer, has partnered

with Ajinkya Rahane, vice captain of the Indian Test Cricket team. He will own equity in MeraKisan and would also be its brand ambassador. His goal is to contribute toward delivering sustainable prosperity to farmers through new-age organic farming techniques which align perfectly with the DNA of MeraKisan, Mahindra said. **BS REPORTER**