

Ajinkya Rahane to invest in MeraKisan



From left to right Ashok Sharma, MD and CEO, Mahindra Agri Solutions Ltd; Ajinkya Rahane, cricketer and Prashanth Patil, founder-CEO of MeraKisan Pvt Ltd at the signing of the MoU.

PANJIM: MeraKisan Private Ltd, a part of the \$20.7 billion Mahindra Group, and a prominent player in the organic agro business market, with a focus on avant-garde organic food supply chains, announced its partnership with cricketer Ajinkya Rahane.

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.