

MeraKisan gets funds

Hyderabad: MeraKisan Pvt Ltd, a part of \$20.7-billion Mahindra Group and a major player in the organic agri business market, on Wednesday announced its partnership with Ajinkya Rahane, Vice-Captain of the Indian test cricket team. As part of this partnership, Ajinkya has invested in MeraKisan and would also be its brand ambassador to promote new-age organic farming techniques. MeraKisan focuses on avant-garde organic food supply chains. Prashanth Patil, founder and CEO of MeraKisan, said: "We along with Ajinkya 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."