

Ninjacart

Building better lives for every agri citizen

Overview

Ninjacart is a B2B and B2C market linkage firm, specialising in connecting prospective vendors and clients with producers (farmers, processors, et cetera). It was founded in 2015, with the aim of harnessing technology to build commerce, finance and fulfilment solutions that help build better lives for agricultural workers.[1](#)

It not only provides agri-workers with market linkage but also facilitates better decisions in agriculture by providing tools and insights that seek to reduce guesswork from various stages of the agricultural life cycle.

Ninjacart also invests in startups (pre-series/seed and series-A), with established ventures on both: the national and the international stages.[23](#)

Problem Statement

Producing deliverables like produce, dairy, processed foods like cheese, et cetera is only one part of the problem statement in agriculture; for one to make a living, one would need to sell the produced goods and services to interested parties for a fair price, such that both the parties make a profit.

With the most influential vendors/clients established in urban or semi-urban areas and most producers located in rural areas, there has been a certain level of logistical *problems* in establishing contact between the two. Sure, the vendors and clients have agents and offices in rural and remote areas, but considering the sheer number of rural areas in the country and *why* someplace is considered rural/remote in the first place, the problem with connectivity becomes obvious and hence, some, if not most places are found outside of the network of many vendors and clients (henceforth referred simply as 'clients').

Solutions Offered

Ninjacart aims to mitigate this problem by acting as an intermediary between the producers and the clients. It connects farmers and other producers to prospective clients via its platform in the hopes that both parties will be able to come up with a mutually beneficial trade. It also provides farmers with tools and information that enable them to make the best possible

decisions for their situation and has also expanded into financing solutions, as well as global operations.

Services Offered

1. Ninjacart: The original, flagship product, which enables farm-fresh produce to be easily bought directly from the farmers. It acts in both: the B2B, as well as the B2C spheres.[4](#)
2. Ninja Mandi: The primary task is the financing for agri-workers and vendors, alike to expand and cover ongoing costs at lower interest rates. This product also offers premium B2B linkage between producers and clients.[5](#)
3. Ninja Kisan: Market and field intelligence and insights for agri-workers (producers), that enable them to make the best possible decisions based on the current situation.[6](#)
 - Current Market Price(s)
 - Fair prices on seeds and fertilizers.
 - Insights into market trends.
 - Free advisory on the next sowing, harvest, et cetera.
4. Ninja Kirana: Grassroots credit and financing for owners/operators of [Kirana](#) stores.[8](#)
 - Upto 0% compound interest rate.
 - Instant credit up to Rs. 100'000.
5. Ninja Global: Their foray into international distribution and B2B linkage; offering the services offered previously, exclusively in India to international entities as well.[9](#)

Results Obtained

- More than 1'400 tonnes of fresh produce moved per day and has doubled its volumes in the last 4 months, as of October 2019. [10](#)
- Helped farmers boost agricultural income by up to 20%. [10](#)
- Operates in 70 cities, with a network of more than 800'000 farmers and 100'000 retailers across business lines.[11](#)

Afterword and Possible Future Scope

It can be said that amongst all agri-startups, ninjacart is a *jack-of-all-trades* and is the one most poised to become *the* key player in their niche and indeed, the Indian market.

As they have also started investing in international firms and have started operations in the same; it can also be safely assumed that their business model, though a bit slow to mature, is quickly becoming long-term profitable and is, most importantly stable; something which a lot of startups neglect to enforce.

All in all, Ninjacart seems to be a safe investment for agri-workers and clients alike to divulge their resources to *better* their personal, economic and social situations.

Footnotes

1. <https://www.ninjacart.com/about-us/> ↵
2. <https://www.ninjacart.com/ninja-domestic/> ↵
3. <https://www.ninjacart.com/ninja-international/> ↵
4. <https://www.ninjacart.com/ninjacart/> ↵
5. <https://www.ninjacart.com/ninja-mandi/> ↵
6. <https://www.ninjacart.com/ninja-kisan/> ↵
7. Minten, Reardon & Sutradhar; Food Prices and Modern Retail: The Case of Delhi, <https://doi.org/10.1016/j.worlddev.2010.04.002> ↵
8. <https://www.ninjacart.com/ninja-kirana/> ↵
9. <https://www.ninjacart.com/ninja-global/> ↵
10. <https://inc42.com/startups/ninjacart-fixing-india-flawed-fresh-produce-food-supply-chain-bring-cheer-to-farmers/> ↵ ↵2
11. <https://www.businesstoday.in/magazine/deep-dive/story/ninjacart-the-start-up-which-made-agritech-look-cool-is-now-looking-to-have-a-legacy-of-its-own-412227-2024-01-08> ↵