

NINJACART IMPACT REPORT 2023

Transforming the Indian agri landscape,
one innovation at a time



From the Founder's Desk

At Ninjacart, we believe in innovating on behalf of every agri citizen in India. Most importantly, we intend to make our innovation inclusive and accessible for all.

While India has seen tech-led disruption in most sectors, agriculture is still on the verge of witnessing its big moment. Ninjacart's mission is to leverage technology, data, and innovation to transform agri trade.

In the last decade, we have focused on bringing digital innovation home to farmers, traders, and retailers, empowering those who move food from farms to our plates. Our goal was to enable business growth, and ultimately help improve the lives of millions of agri citizens.

The good folks at 60 Decibels engaged with agri-participants across the value chain to understand Ninjacart's impact on their lives. As you flip through this report, you'll notice our goalposts measure quality of life, accessibility, and trust. The numbers you will read here are more than just a reflection of our efforts. They also affirm that we are moving in the right direction.

With this impact report, we hope that your faith in our mission grows stronger; as will our resolve towards achieving our vision of building better lives for every agri citizen.

Kartheeswaran KK
CEO and Co-Founder





Top Impact in Numbers



Most agri citizens* did not have prior access to services similar to Ninjacart's

97%

Traders

84%

Retailers

67%

Farmers

Over **4** in **5** agri citizens report a better quality of life

86%

Traders

76%

Retailers

79%

Farmers

*Agri citizens include farmers, traders, importers, exporters, enterprises, and retailers



“

“In the past I had very limited information about agriculture and new technology in the market. Through Ninja Kisan, I have learned how to modernise my agriculture. This has increased my earnings and improved my status in the village.”

Male farmer, 35

Player to Player



FARMER



Nurtures crops, which once harvested, are auctioned at mandis

Our Offerings

- ◆ Farming advisory
- ◆ Guaranteed payments at mandis
- ◆ Deals on fertilisers, seeds, etc.

TRADER*



Aggregates quality produce in mandis across India and ensures its timely & smooth distribution

Our Offerings

- ◆ Stock and price discovery
- ◆ New sourcing and demand opportunities
- ◆ Trade credit

RETAILER



Mindfully stocks their shelves depending on the type of consumers in the neighbourhood

Our Offerings

- ◆ Stock and price discovery
- ◆ Doorstep delivery
- ◆ Trade credit

CONSUMER

Buys fresh ingredients from shops closest to them.

*includes exporters, importers, and enterprises



“

“Ninjacart app helps in searching for buyers from our shop itself. We don't have to go to the market to look for buyers. This helps us save our time and we can focus on increasing our business more.”

Male trader, 39

Trader

97%

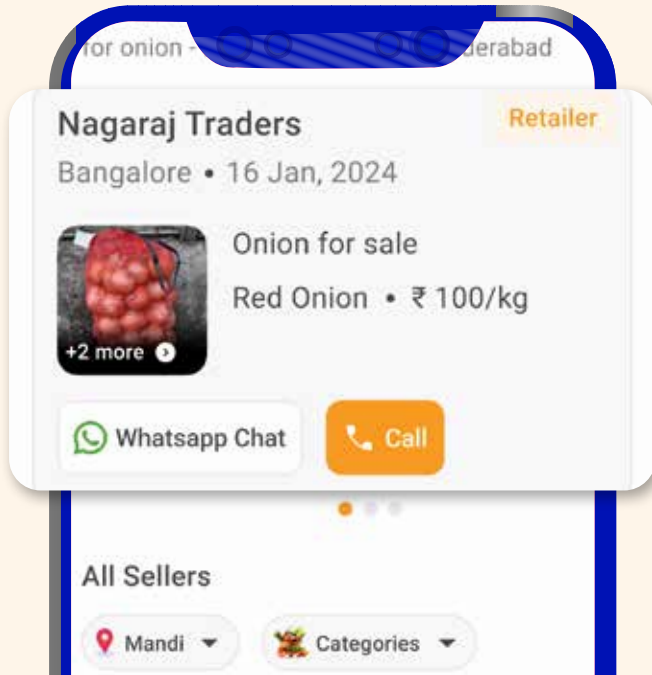
traders did not have prior access to services similar to Ninjacart

Traders play an important role in transporting agri produce to all corners of the country on time, all year.

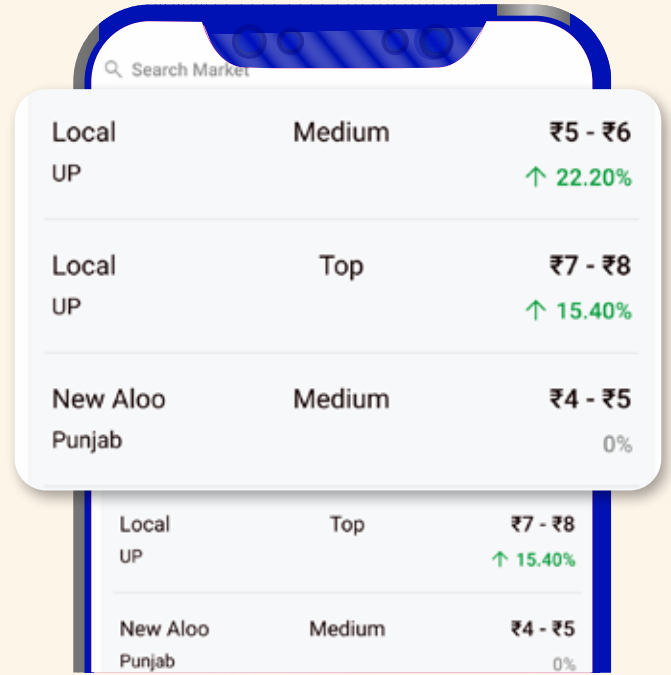
What are they looking for?

- Real-time information to cultivate trust and transparency
 - Find and build connections and create new opportunities
 - Access to crucial financial tools, like trade credit
-

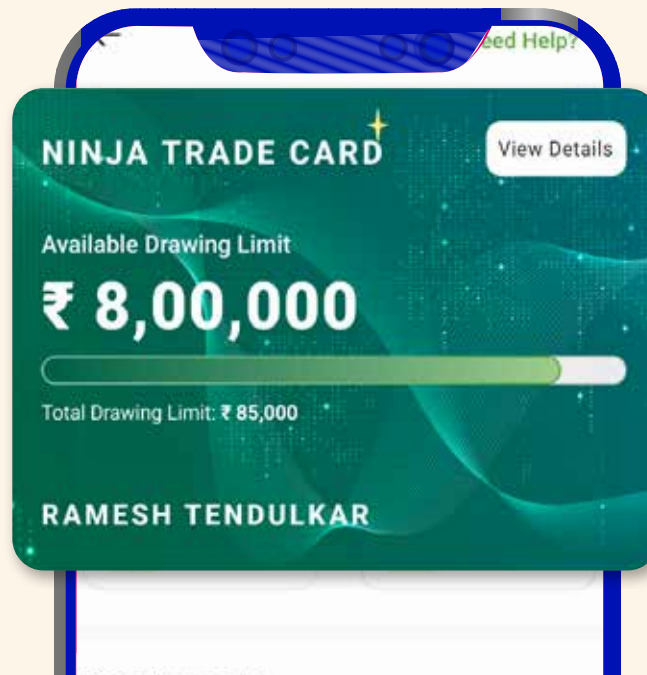
With Ninja Mandi, traders can solve all their business needs on their phones



New business opportunities



Real-time information sharing



Financial tools and capital

Trader

86%

**traders report that their
quality of life has improved
because of Ninjacart**



94%

reported growth in their
business using credit



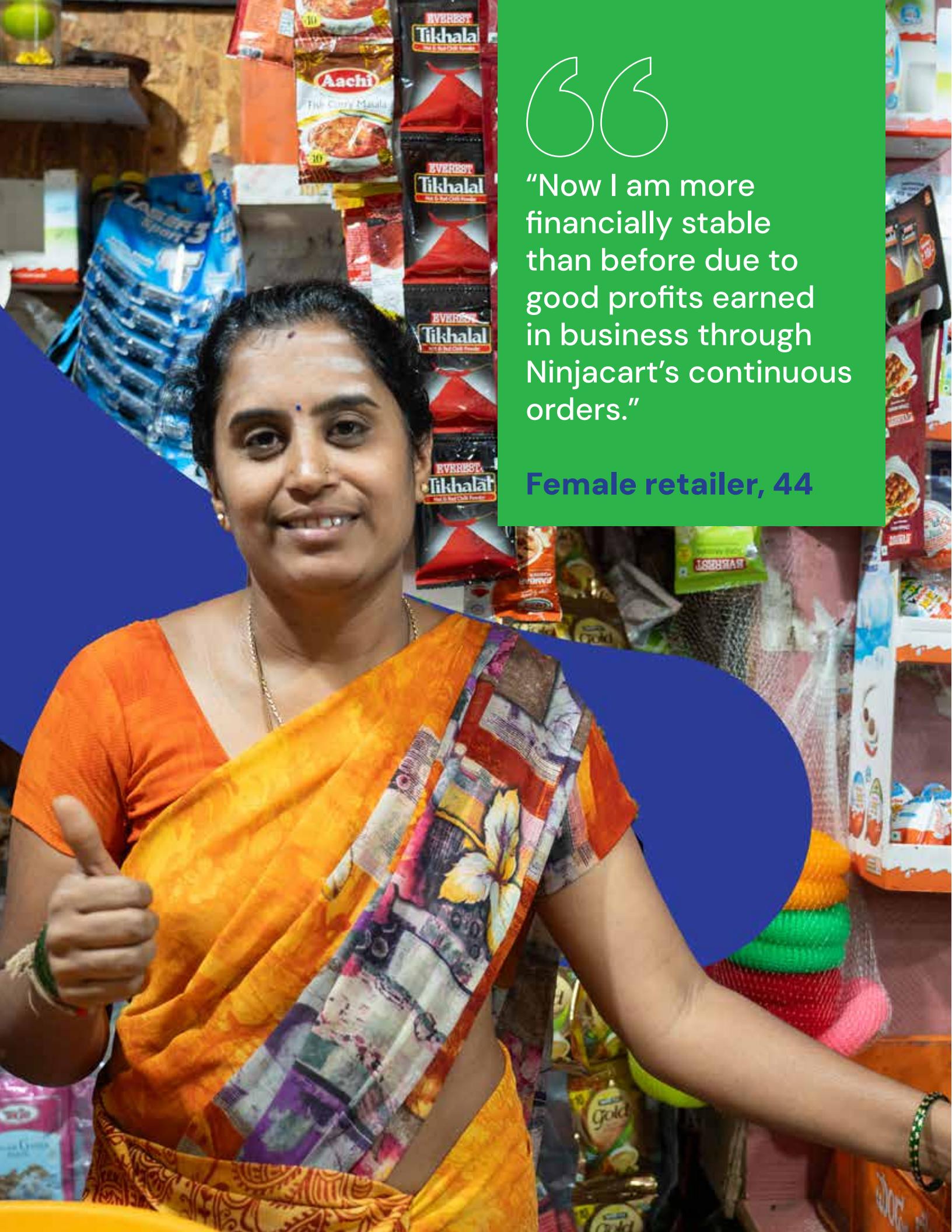
91%

have increased
their income



88%

found it easier to
buy produce



“

Now I am more financially stable than before due to good profits earned in business through Ninjacart's continuous orders.”

Female retailer, 44

Retailer

84%

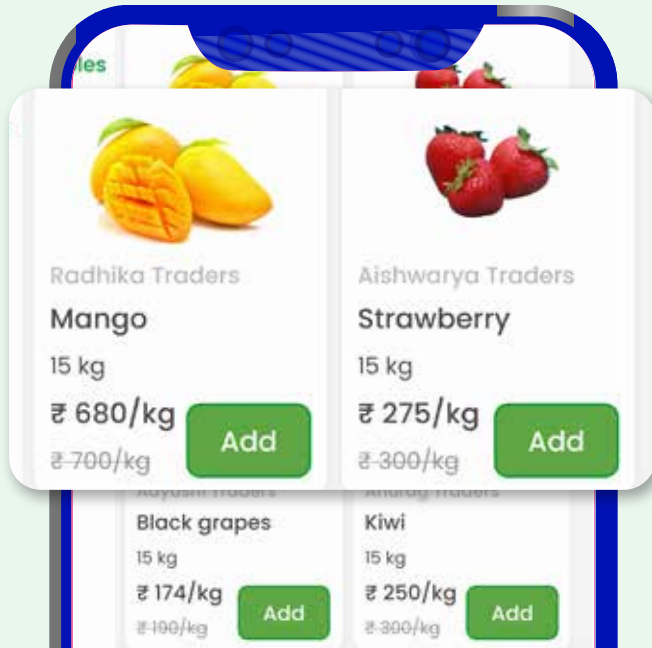
retailers did not have prior access to services similar to Ninjacart

Retailers are the final link in the agri supply chain. Across the country, over 13 million kirana shops connect neighbourhoods to farms.

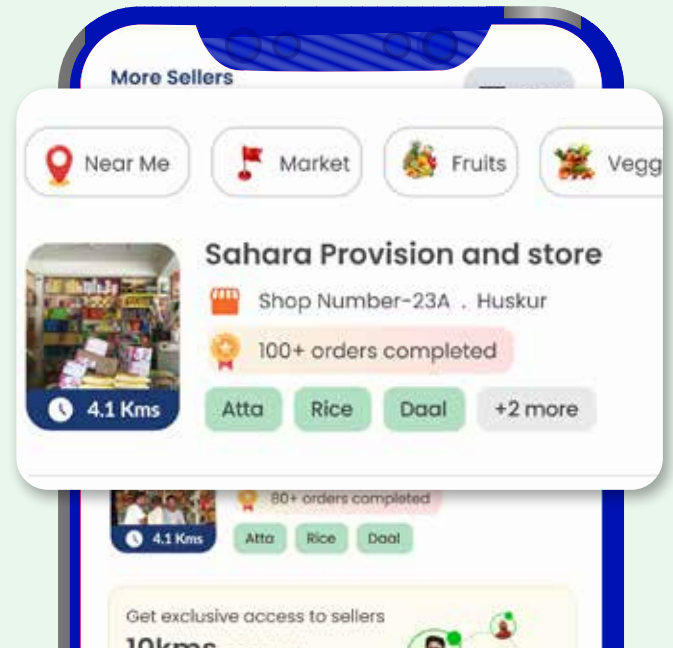
What are they looking for?

- Additional capital to support their business expansion
 - Access to verified traders in their local mandis
 - Convenient options to restock their shop
-

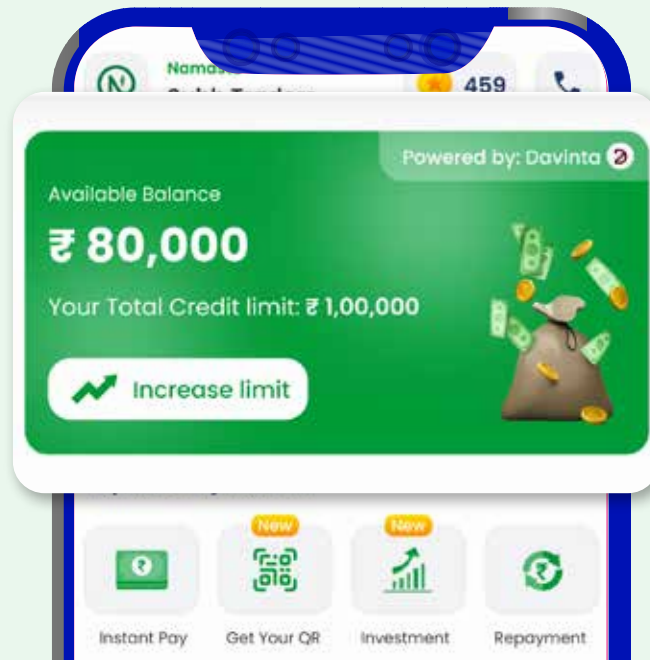
With Ninja Kirana, retailers can fulfil their business needs without any hassle



Online stock ordering and doorstep delivery



Verified seller discovery



Instant credit

Retailer

76%

**retailers report that their
quality of life has improved
because of Ninjacart**



81%

have increased
their income



77%

find it easier to
purchase produce



77%

sold higher quantity
of goods

“

Now, I get more time to focus on my farming as the stress of selling crops has gone due to this app.”

Female farmer, 35



Farmer

67%

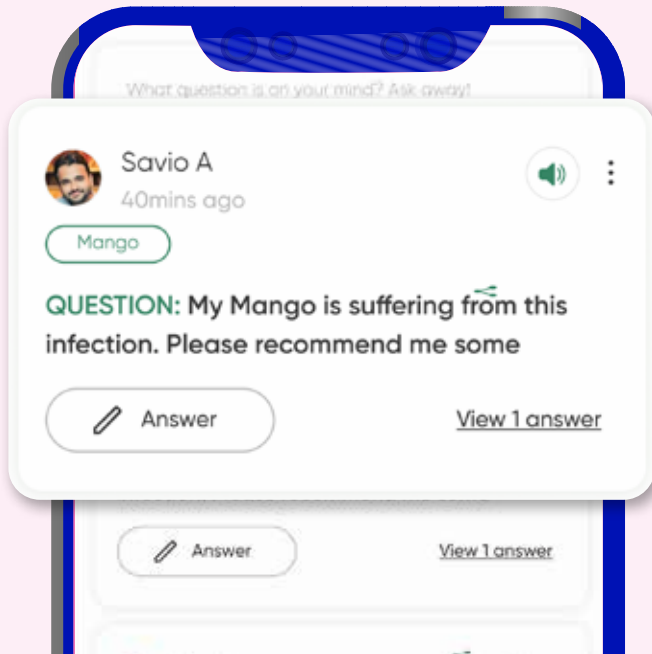
farmers did not have prior access to services similar to Ninjacart

Farmers are the most visible figures in the ecosystem, who decide what crops to cultivate and how to secure the best prices for their harvest. Most of them rely on their farm income to support their families.

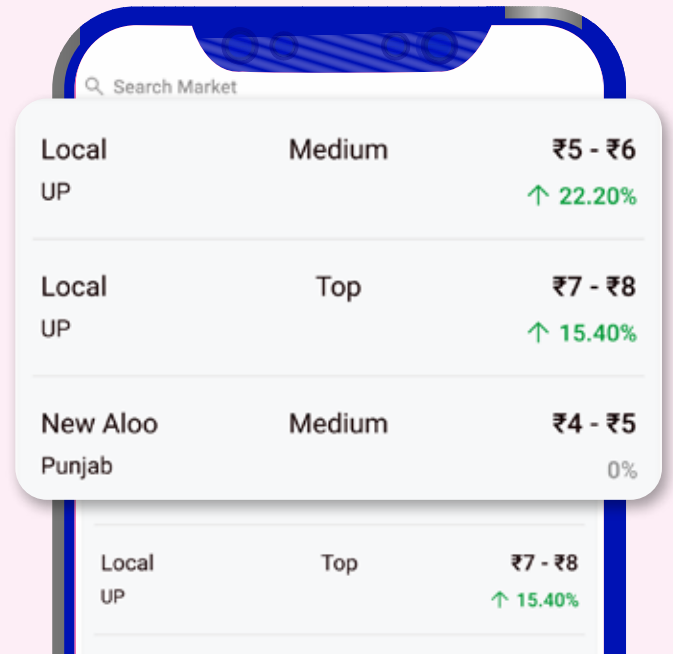
What are they looking for?

- Expert advice and real-time information to improve yield
 - Deals on seeds, fertilisers, and other agri input materials
 - Higher income from their harvest
-

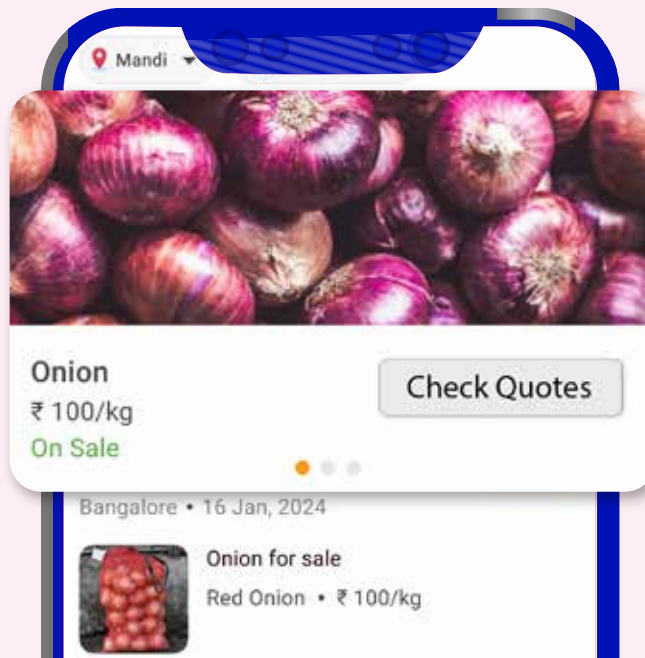
With Ninja Kisan, farmers now have access to reliable information on their phones



Expert farming advice



Daily mandi rates



Sale of produce at best rates

Farmer

79%

**farmers report that their
quality of life has improved
because of Ninjacart**



83%

saw marked improvement
in their way of farming



79%

say their earnings
have increased



75%

found it easier to
sell their harvest



Agri citizens find Ninjacart's products trustworthy



92% Traders

88% Retailers

87% Farmers



“

“I have started growing more crops now as we get good rates for our produce, and we can also sell our produce quickly through the Ninjacart app.”

Female farmer, 48

About Us

Ninjacart is an end-to-end agri marketplace, transforming trade amongst farmers, traders, and retailers through tech-driven commerce, trade credit, and fulfillment solutions.

We are pioneers in solving challenges unique to the agricultural landscape in India, and we have successfully built the largest agri-network with more than half a million agri citizens.

Our Presence

8L+

Farmer Network

20K+

Trader Network

1L+

Retailer Network

120+

Cities

Our Investors

Walmart 

Flipkart 

syngenta 

TIGERGLOBAL

Qualcomm

Accel



Watch our first ever brand film that shines the spotlight on every stakeholder in the Indian agri value chain.
