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Walmart-backed Ninjacart empowers Philippine's Mayani

Ninjacart will also support Mayani's expansion efforts and jointly establish an integrated Asian agri-food supply chain that would catalyze more digital innovations geared to address Asia's complex food basket

By **Shraddha Warde** | April 19, 2024



Mayani team at the Ninjacart Headquarters in Bengaluru, India

> WordPress post #31489

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Walmart-backed Ninjacart, India's leading agri-startup that leverages technology and data to organise the global agriculture ecosystem, joins forces with Philippine B2B agritech innovator Mayani in a landmark deal. This strategic partnership sees Ninjacart deploying capital alongside cutting-edge supply chain technology and its advisory services to fuel Mayani's innovation and growth trajectory. Ninjacart will also support Mayani’s expansion efforts and jointly establish an integrated Asian agri-food supply chain that would catalyze more digital innovations geared to address Asia’s complex food basket.

Ninjacart’s investment in Mayani facilitated through its venture funding arm, NinjaVentures, marks a significant step in its international expansion strategy. The partnership will focus on identifying and addressing global food supply gaps, leveraging cross-border opportunities to amplify Mayani's market presence. Mayani will integrate Ninjacart’s advanced technology, source traceability, and inventory management solutions to achieve inter-operability, hyper-efficiency, and predictive modelling, and to enhance its supply chain efficiency.

Ninjacart’s entry into Mayani coincides with follow-on funding from existing investors, including the Jimenez family, after Mayani’s successful $1.7 million seed round led by AgFunder in 2023. With over three times revenue growth in the same fiscal year and positive margins, Mayani demonstrates strong fundamentals for further expansion and impact.

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