

SUCCESS STORIES OF STARTUPS

Under RKVY RAFTAAR Scheme

Whrrl Fintech Solutions

Founder: Ashish Anand

Focus Area: Agri Fintech

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Location: Maharashtra

Year of Startup Incorporation: 2021

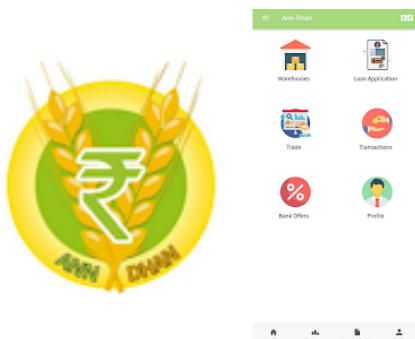
Incubated in: 2020-21 at IARI



Whrrl is a B2B2C blockchain fintech startup working with the dual objective of reducing million-dollar banking frauds occurring every year in the warehouse finance segment and improving farmers' income.

The startup is making financing facilities available to farmers at low interest rates on one tap and in real-time. Using Whrrl's blockchain lending platform, the lending process becomes risk-free for the banks. Their financial product is called "Warehouse Receipt Loan." It's a system of financing working capital to farmers, commodity traders, and producer companies against their commodity stock deposited in warehouses and pledged with the lenders. This is done using their Android and iOS app, "Ann Dhan."

"Whrrl is currently partnered with 5 BFSI lending partners, has tokenized \$650M of commodities, and has issued \$12M+ online loans.



 18000+ farmers benefitted

 Rs. 316 Lakh Revenue

 1500 Warehouses in 5 States

 55+ Jobs Created

Data Year-(2023-2024)