

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Whrrl Fintech Solutions

Founder: Ashish Anand

Focus Area: Supply Chain & Agriculture Logistics

Website: <https://www.whr.loans/>

Email: ashish@whr.loans

Foundation Year: 2014

Location: Maharashtra



PROBLEM STATEMENT

Problem of distress sale faced by farmers due to lack of stock holding capacity.



SOLUTION OFFERED

Startup uses blockchain based solution to connect farmers, warehouses and banks together to help farmers obtain instant loan against their deposits thereby avoiding the 'distress sale' of their produce. Whrrl is a B2B2C Blockchain PaaS startup working in the arena of Warehouse Receipt Finance that helps Farmers, Traders & Producer Companies in raising working capital to tide over lengthy crop cycles ranging from 6-12 Months.



PRODUCT USP

- One-stop solution for all the post-harvest needs of farmers.
- 1500 warehouses, 2 million MT Capacity & 5 Lenders.
- Reduces the loan disbursement TAT from 15 days to minutes

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Involve empowering farmers by providing them with financial stability and reducing the pressure of distress sales. Economically, it enables efficient capital flow throughout the agricultural supply chain, fostering growth and stability. Environmentally, it promotes sustainable farming practices by reducing the need for hurried sales, thus potentially supporting friendly agricultural practices.

 * 18K+ farmers benefitted.

 * Rs. 213 Lakhs Revenue

 * 50+ Jobs Created

 * Presence Pan India

* as provided by the startup [Data Year 2023-2024]