



# UNNATI BOLSTERS SUPPORT FOR RETAILERS; LAUNCHES RETAILER INSURANCE FOR ITS USTORE NETWORK

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**New Delhi (INDIA), April 05, 2022:** Further expanding its product portfolio, Unnati, a FinTech-driven agriculture ecosystem, has introduced Retailer Insurance for its network of uStores. The development comes on the back of Unnati's endeavour to support retailers' businesses in every possible way.

The Retailer Insurance program is designed to safeguard retailers against business uncertainties – a much-needed element in today's volatile business scenario. The insurance will offer them protection against theft, pilferage of goods, fire, or any other untoward event. For instance, in case of a burglary or a fire, retailers will be able to claim the insurance and be compensated for the damage to the goods and loss they have incurred. The value of the insurance will depend on the retailer's business size, loss borne, etc.

Commenting on the launch of the insurance, Amit Sinha, Co-Founder of Unnati, said, "Our retailer partners are a crucial part of the agriculture ecosystem, and helping them secure their goods is one of our priorities. Our newly launched Retailer Insurance will help retailers protect themselves in the event of an unprecedented event that will adversely impact their business. We believe that the insurance is a key step in assisting our retailer partners and enabling them to scale their business, further strengthening the Agri ecosystem. We will be launching more such products soon."

With over 38k+ uStores in its network, Unnati's digital-first efficient approach has been a game-changer for farmers and retailers. The platform will be extending its Retailer Insurance to its complete network of 35,000 retailers and further expanding it to 1 lakh retailers in the coming months.

Over the last 3 years, Unnati has been relentless in helping to digitize uStores and bring in the best business practices to small-time agri-retailers and traders. With lakhs of such small business owners in the Agri segment who require support both in terms of agricultural knowledge and new-age practices for greater business scope, Unnati aims to provide them with the guidance and handholding they need to bolster and scale their business.

## ABOUT UNNATI

Unnati is a fintech-powered digital farming company offering end-to-end support for farmers across the country. Driven by data, the platform provides necessary handholding for farmers across every stage of the farming cycle, such as working capital, seed buying, purchasing the proper nutrients and pesticides for crops, harvesting, and even selling the crops. Unnati assists farmers to follow the best practices in farming while aiding them financially with the help of technology.

Since its inception in 2017, the platform has been committed to helping create farmer entrepreneurs by empowering them with knowledge and the right digital tools. Unnati reaches farmers through its network of digitally enabled fulfilment partners across all the major farming areas of the country. For more information, click on the link and visit Unnati's official website <https://unnatiagri.com/>.



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