

NRC advised **Vilcart**, a rural focused B2B ecommerce portal, on its **USD 2 m** private equity capital investment from **NABventures & Angels**



Fostering growth, Enhancing value.

We are pleased to announce that Nine Rivers Capital acted as the sole financial advisor to Vilcart in its Pre-Series A equity capital raise led by Nabventures along with a few angel investors.

Vilcart provides a technology bridge between rural Kiranas/rural consumers and consumer brands/manufacturers. It offers sourcing, logistics, branding and marketing support to brands and rural kirana; and also collects data on rural consumers.



"Vilcart platform has a lot of scope to push products locally manufactured by the self-help groups and FPOs to rural consumers and enhance rural incomes. Further, this platform enhances the reach of consumer brands in rural areas. With this investment, Nabventures is looking to support the digitalisation of rural distribution channels. Rural consumption data at a granular level is highly valuable," said Dr. G. R. Chintala, Chairman of Nabard and Nabventures.

Nabventures Fund 1, the flagship fund of Nabventures Ltd, which is a wholly-owned subsidiary of the National Bank for Agriculture and Rural Development (Nabard), was floated as a Rs 700 crore (around \$100 million) venture capital fund in May 2019. Nabventures invests in food, agritech, and rural fintech



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