



Pinduoduo

Pinduoduo: Applying digital technologies for agricultural and rural development

Don Tan, Director, Corporate Affairs
March 2022

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.



LTM Active Buyers

~869mn
(Dec'21)



Farmers Connected

16mn



2020 Ag GMV

USD42bn
(16% total GMV)

10 Billion Agriculture Initiative

to address critical needs in the agricultural sector and rural communities

Mobile internet enabled us to digitalize agriculture



Feed-based interface



Team Purchase

Internet + Agriculture = Streamlined distribution chain + transparency



Pinduoduo



+30%
Income

+75%
Savings



Win-win for farmers & consumers

Stimulating demand for agri-products



Apple Golden Week Livestream

Improving standards for Mitten Crabs



Partnership with Royal Thai Consulate on tropical fruit



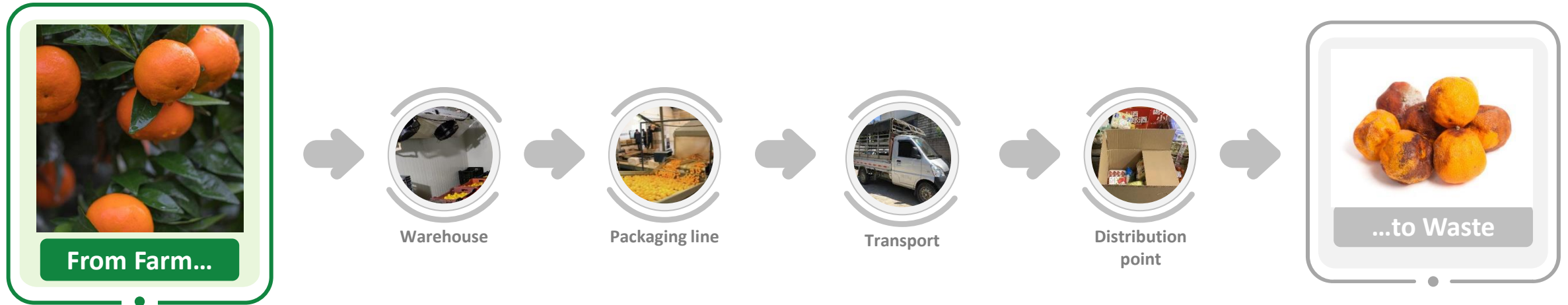
Partnership with the Chilean Embassy



Agri-focused infrastructure = fresher + faster + more affordable produce



Pinduoduo



Reduce food loss and waste

Improve efficiency

Lower costs



Duo Duo Academy: empowering farmers through upskilling



Systematic training sessions in **e-commerce, business operation, and marketing**



Partnership with **China Agricultural University**



➤ **>490,000 farmers** took our online courses

➤ More than **126,000 new farmers** trained

➤ To train another **100,000 new farmers** over the next 5 years



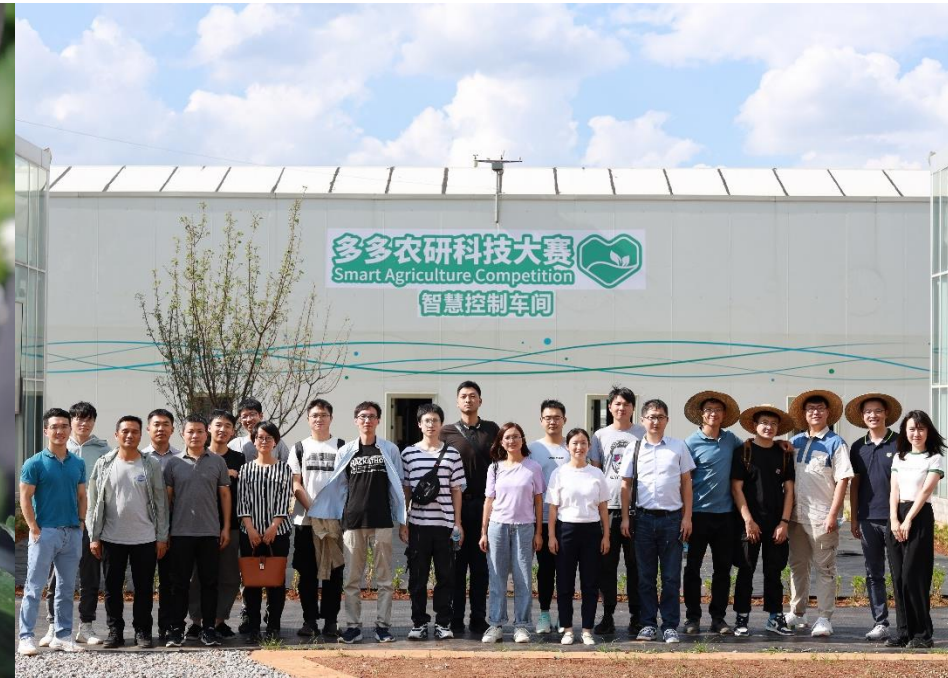
Duo Duo Farm Yunnan - Citrus



**RMB2.3mn
sponsored via
Duo Duo Farm**

**High-altitude off-
peak variety**

**15% less fertilizer,
30% less labor**



Our Partners in 2020 and 2021



10 Billion Agriculture Initiative



A 10 billion RMB pledge to the advancement and adoption of agri-tech, digital inclusion, and technological empowerment of the agricultural workforce and farming communities



Pinduoduo Inc.

**Together
More Savings
More Fun**

Stay updated at:

<https://stories.pinduoduo-global.com/>

Don.tan@pinduoduo-global.com