

# Clutchi Capital Invests \$100,000 in Plantshop.ae for Seeds

DUBAI, UNITED ARAB EMIRATES, December 30, 2017 /EINPresswire.com/ -- [Clutchi Capital](#) headed by Jazeer Jamal (CEO & Founder) and Ajmal Sharafuddin (COO & Co-Founder) has invested \$100,000 in Plantshop.ae for seeds. The business is currently being incubated under Clutchi Capital in Dubai, UAE.

Plantshop.ae is a business with a difference. Founded by Jimmy James, co-founded by 3 other partners and launched in the UAE in November 2015, Plantshop.ae is an online store offering a wide range of indoor and outdoor plants, terrariums, gardening equipment, soil, seeds, and fertilizers.

The company was created with a view to filling a void in the market. Plants can be difficult to find in the UAE, and many people lack the skills and knowledge to grow indoor plants, let alone cultivate an entire garden. Plantshop.ae provides a solution by offering people the opportunity to browse online through many varieties of plants which can be conveniently delivered to their doorstep. Information and expert advice on how best to care for the buyer's chosen plants is provided at no extra charge.

Plantshop.ae is being recognized for its achievements in the business world and was a shortlisted nominee for the following awards:

- Best New Business of the year in SME Beyond Borders' Stars of Business Awards, 2015
- In the top 30 of over 300 submissions for Dubai Chamber's Dubai Smartpreneur Competition, 2015
- Finalist in Etisalat's "Pitch Please!" 2016
- Best E-commerce of 2016 in SME Beyond Borders' Stars of Business Awards 2015
- Seamless Awards' Digital Transformation and Innovation of the Year 2017
- In the top 50 out of 700 Global Start Ups in Gitex Tech Week's Gitex Future Stars 2017, Dubai.

Clutchi Capital made the decision to invest in Plantshop.ae for several reasons. According to Jazeer Jamal, CEO & Founder of Clutchi, it has a unique e-commerce idea that will lead to lasting social





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*Jazeer Jamal*

impact:

"The company has launched a number of worthwhile social entrepreneurship initiatives," says Jamal."It's already proving to be a profitable commodity and service. In my opinion it's the next potential unicorn of the region."

As the first and largest online store selling plants in the Middle East, the site is already receiving over 10,000 unique visitors monthly.

#### About Plantshop.ae, and Plans for the Future:

Launched in 2015, the company's website offers an extensive range of indoor and outdoor plants, gardening equipment, seeds, and fertilizers. Plantshop.ae has many future plans designed to improve customer experience, such as the use of augmented reality on the website, and chat bots to help with sales and support. Aside from the website, the company will be partnering with 7-Eleven stores in the UAE to sell plants in their convenience stores.

There are also global expansion plans in the works, for the GCC, Europe, and other Asian countries. The company is expecting to begin partnership talks with environmental agencies such as WWF in the near future. And the launch of forestation drives and campaigns is well under way, forestation being one of the company's biggest goals.

Plantshop also plans a CSR initiative that will have them joining hands with local NGOs like Dar Al Ber to raise funds for the needy. This will be accomplished in the first phase by selling 10,000 plants to school children.

Plantshop.ae will be opening soon in Saudi Arabia, Kuwait, and other GCC countries in 2018.

For more information about Plantshop, visit the company's website at [www.plantshop.ae](http://www.plantshop.ae)

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