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FOR IMMEDIATE RELEASE

Marathi Aai Initiative (MAI) Launches Community Marketplace Ahead of International Women's Day

Community-led storefront designed to support 1,500+ Marathi families nationwide.

Net proceeds from the Marketplace Platform will directly fund MAI's nonprofit programs, meeting the MAI community's growing demand for language education, cultural events, and intergenerational initiatives.

FREMONT, Calif., March 8, 2026 —

The Marathi Aai Initiative (MAI) has launched The MAI Store, its first community marketplace designed to create a recurring revenue stream supporting MAI's cultural and educational programs nationwide. The inaugural inventory debuted today at a Bay Area gathering attended by nearly 100 community members and their families.

This launch demonstrates MAI's commitment to fostering women's empowerment. Co-founders of MAI, Dr. Sayli Natu and Kshitija Karmarkar emphasized that many leaders and team members within MAI are not only committed volunteers but also mothers of young children who balance family responsibilities while leading initiatives. The MAI Store exemplifies this philosophy, having been proposed, developed, and executed by a mother within the MAI community member.

The MAI Store was envisioned and developed by Neha Joshi, a MAI community member and Product Lead for the store, working alongside volunteer teams across vendor relations, merchandise development, marketing, and operations.

"We're building long-term sustainability from within our own community," said Neha Joshi. "Our goal is to create a recurring revenue stream that strengthens MAI's cultural and language programs for 1,500+ families nationwide. This began with a simple question: how do we fund our growth responsibly? We knew the talent already existed within our community. A dedicated team of MAI mothers volunteered to build The MAI Store end-to-end, ensuring that every purchase directly supports MAI's cultural and language initiatives for Marathi families across the country. It marks a meaningful new chapter for MAI and the store team."

While the current phase features curated MAI merchandise, Joshi envisions expanding the platform to onboard entrepreneurial MAI mothers and small- and mid-sized Marathi-owned businesses nationwide.

Nationwide ordering will open on the MAI Shopify platform following the initial Bay Area inventory launch, with additional products and variations introduced in subsequent releases. The team welcomes partnership inquiries from organizations and individuals aligned with MAI's mission.

Volunteer Team members: Ketaki Sathe (Vendor Manager), Sayli Natu (Co-Founder), Kshitija Karmarkar (Co-Founder), Kashmira Puranik (Merch Designer), Neha Joshi (Product Lead), Mrunmayee Patawardhan (Volunteer), Chaitrali Kale (Volunteer), Shrutika Sutar (Volunteer), Megha Khairnar (Design Strategist), Rugveda Pande (Volunteer)

For partnerships or media inquiries, please contact:

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ABOUT MAI (MARATHI AAI INITIATIVE)

MAI (Marathi Aai Initiative) is a national nonprofit that empowers Marathi-speaking mothers in the United States through cultural, educational, and community-led initiatives. Founded to support Marathi mothers raising families in the United States, MAI fosters leadership, language preservation, and intergenerational connection. Through events, programs, and women-led initiatives, MAI strengthens cultural identity and collective progress nationwide. For more information, please visit: <https://www.marathiaai.org/>

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