

GOFRUGAL Offers Free Technology Applications For Kirana Stores To Go Online

Through this announcement, they believe many more stores apart from their existing customers will also benefit from leveraging technology.



09 April, 2020
by BW Online Bureau

Print this article
Font size 16

GOFRUGAL, India's cloud- ERP company, is waiving the cost of their online ordering and delivery management applications for up to 6 months till September 30. Through this announcement, GOFRUGAL is committed to helping as many small retailers as possible.

In the wake of the COVID-19 outbreak, the retail ecosystem has seen some drastic changes. In India, it is estimated that there are near 12 Millions of small and medium neighbourhood stores, out of which only 25 lakh stores are functioning currently. With the Government enforcing strict regulations, retailers selling essential goods are experiencing challenges in a very different way. Some of the challenges include slowed down of operations owing to logistics issue, cash flow, maintaining social distancing and ways to serve the consumers with online ordering and delivery.

With continued lockdown across major cities in India, consumers are returning to their neighbourhood Kiranas for their daily needs. They are not well equipped to serve customers in their channel of choice be it phone, WhatsApp or even online ordering. GOFRUGAL which works with over 5000 Kirana stores across the country understood that Kirana stores are an all-season business and it's important we help them become omnichannel. Working with aggregators for ordering and delivery or building their own platform costs them time or money. Empowering them with an online ordering App with their own brand also brings them added control as they are able to provide a better experience to his favourite customers. Through this announcement, they believe many more stores apart from their existing customers will also benefit from leveraging technology.

The free bundled solution will help these store owners in two ways:

OrderEasy: The store can set up an exclusive branded android app/iOS app through which their consumers can order from. Orders are automatically pushed into the POS making it easier for retailers to measure and improve their capability. The ordering experience is made similar to fav apps where the order is punched only when the item is available.

GoDeliver: this app will help manage their deliveries efficiently. Also helps owners control this rush by streamlining deliveries, sharing the most optimum routes with the delivery staff. Tracking the delivery, location and even rescheduling or cancelling is made simple and easy for the business owners

"These are difficult times. During such lockdown when there is a need for essentials goods, our neighbourhood Kirana stores are the ones who have stepped up to help us. To further empower the efforts of these retailers, we at GOFRUGAL, are offering our gratitude by providing free solutions until September 2020." Said, Kumar Vembu, CEO and Founder, GOFRUGAL

"These applications will enable the store owners to practise social distancing and also continue to provide services with online ordering and contactless delivery. All these functions can be managed at their fingertips using our app. Going forward we aim to upgrade all the Kirana stores into a smart platform where they can continue to enjoy the benefits," added Vembu.

Share this article:



Tags assigned to this article:

gofrugal free Technology Applications kirana stores online COVID-19 coronavirus lockdown

Google Custom Search



Socialize

Get Social! Follow us on your favourite social networking website.



Recently Published

View more

F-Secure Learn All About Cyber Security
read more

Coronavirus Pandemic To Hurt IT Services Sector: ICRA
read more

GOFRUGAL Offers Free Technology Applications For Kirana Stores To Go Online
read more

Leveraging Smart Tech Can Help India Create Efficient Crisis Management System: Reports
read more

Role Of IoT-based Water Management In Smart City Revolution
read more

AnyDesk Software Offers Remote Desktop Control Of Computers
read more

Fortinet's New Partner Program Addresses Evolving Security Landscape And Business Needs
read more

Advertisement