

METRO PLUS

## @ Your doorstep Get fresh vegetables and groceries at best price at your doorstep!

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One of the fastest developing tier II cities in the state of Tamil Nadu, Coimbatore is already at the cusp of tremendous technology adoption.

One among many is the evolving market trend of online shopping which has become the favourite baby of several shoppers. The endeavour saw its dawn a few months back when the couple Rajkumar and Kamaleswari, saw a huge gap in this industry where people used to spend hours making through the traffic, travelling to malls and kirana stores to procure their groceries. Through its user friendly designed website, the company helps its users to get their grocery needs in a few clicks.

The pictures on the website are so illustrious and user friendly that even an illiterate person can place his order with the help of the pictures. "We cater to our clients through website, mobile apps and toll free number," says Rajkumar, Managing Director & CEO, Door2Door. Offering the best and the fresh products at a market competitive price is the USP of the company that makes it a more preferred choice of people in Coimbatore compared to kiranas and malls.

Door2Door procures all its perishable goods like vegetables and fruits directly from organic farmers guaranteeing fresh products.

On the other hand, all the durable grocery items are procured directly from the distributors providing them enough capsules to counter the price factor.

Once the order is placed by the customers, they have the flexibility to choose from four different time slots for delivery. "Our delivery windows are between 7-10 AM, 10AM-1PM, 1-4 PM and 4-7 PM. If the customer chooses a product at 8 AM, he has three timeslots left to choose for delivery. Rest, we assure that the goods are delivered as per desired recommendations," assures Rajkumar.

To offer hassle free services and make the proper use of technology, the company has equipped its entire delivery vehicle with GPS system. When the order is out on the street for delivery, the link to the respective GPS is shared with the customers to enable them to track their parcel on real-time. This helps them keep a track of the time as to when the product will be delivered and manage their time accordingly.

The roads were never cheesy for Kamaleswari and Raj. Being a new notion in the city, Door2Door had to face several blows. "The initial orders we received were just a kg of tomato or rice. But our enthusiasm never blew away with the wind. Rather we came out more determined to serve the best to our clients so that they become an advocate of our brand and spread the word on behalf of us," explains Rajkumar.

Considering that there lies minimal competition within the space inside the city, the duo doesn't want to rest like the hare and fail in their mission. Always on their toes to offer the best services, they do the quality check themselves. Whenever they procure any durable food items like rice or pulses from any distributor, they cook it at home to check the quality, taste and other traits of the product.

Even being a small company with just 40 people, Door2Door has not outsourced its single wing to third party including delivery of the goods.

The company also has separate warehouses to stock their perishable and durable goods. The entire process in the warehouse is automated. As soon as Door2Door receives an order from the customer, the particular order moves from the warehouse and the management gets notified about the goods being delivered to the customer. Even if the customer comes after a month with a complaint about the product to be defective, Door2Door can track the lot number and trace down the distributor to find the real problem with the goods. This enables them to answer the customer with real facts and no excuses. The company currently focuses on serving local people, but in days to come, it will expand to different cities including Chennai.