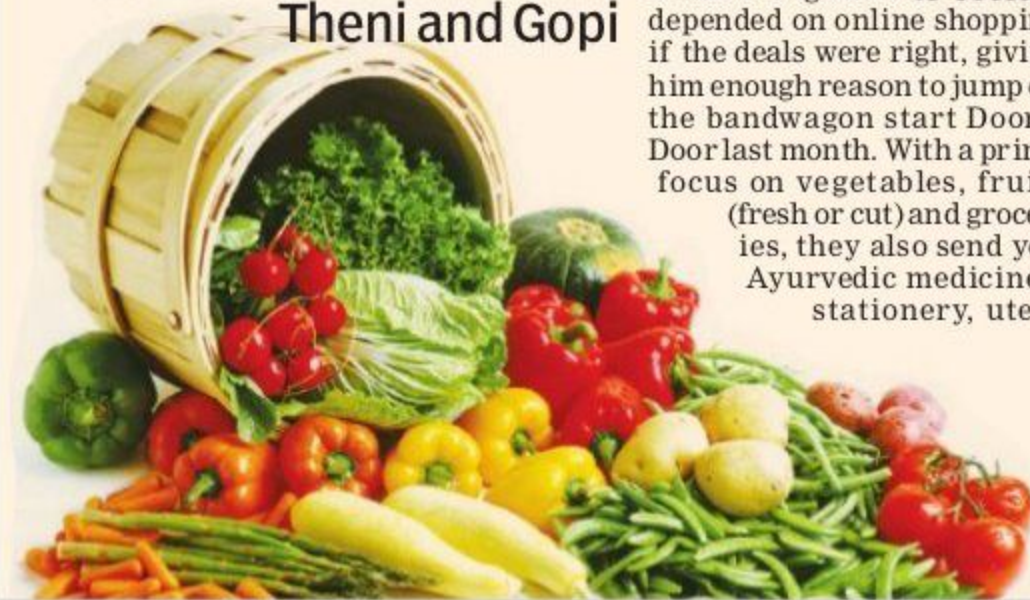


THE  NEW  
**INDIAN EXPRESS**

delivery  
**The farm  
advantage**

A new online store,  
Door 2 Door, sources  
directly from farmers in  
Theni and Gopi



UNLESS you're a fan of long queues and parking battles, you'll agree that having your groceries sent home is a blessing. And going by the success of recent start-ups like Mobile Groceries and Jesula, Coimbatore seems to be turning into the capital of convenient shopping. Entrepreneur Raj Kumar's year-long research and surveys on the subject revealed that even the lower income segment of society depended on online shopping if the deals were right, giving him enough reason to jump on the bandwagon start Door 2 Door last month. With a prime focus on vegetables, fruits (fresh or cut) and groceries, they also send you Ayurvedic medicines, stationery, uten-



sils and cosmetics.

But what makes Door 2 Door stand apart from the competition, is that their vegetables, fruits, rice and dal, are sourced directly from farmers in Theni, Gopi, Mettupalayam and Oddanchatram. While they source carrots and beetroots from Mettupalayam, their organic tomatoes, brinjal and drumsticks come from Oddanchatram and Salem. "We are known for our direct contact with farmers and this helps in people getting fresh

produce within a day's notice. We also have a dedicated delivery team with two and four wheelers working on the dispatch which happens within three hours of placing the orders," reveals Kumar. The company also sources branded products like Aashirvaad, Tang, Knorr and Aachi from dealers in and across the city. The founder assures us that if a particular brand is not available on their site, customers can send them a message and the product will be purchased and delivered to them. With plans to expand to Chennai in 2016, Kumar is confident that the service will be available pan India in two years.

*Priced from ₹40 onwards. Details: [door2door.co.in](http://door2door.co.in)*

— Aishwarya  
Kumar

