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F&V e-marketplace VegEase launches operations in Gurugram

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VegEase, a fresh fruits and vegetables (F&V) e-marketplace has announced its operations in Gurugram, post its success in Delhi this year. The company enables consumers to call for a fruits/ veggies cart at their convenience, handpicking their purchase from the bouquet of choices available in the cart that arrives at their door with no minimum order, no fixed time slots and fair and uniform pricing.

With this launch, VegEase will cover the entire Gurugram region starting with 10 sectors to begin with and keep adding 5 more sectors every week. The plan is to cover the whole of NCR by June 2021 with Noida as the next city for growth. By the end of 2021, VegEase will cater to customers across all Tier 1 metro cities in the country. The aim is to reach a revenue of Rs 40 million by March 21.

Commenting on this the spokesperson, Arpit Katta, CFO, VegEase said, “For us customer experience and a qualitative addition to the stressful life of today is most significant. VegEase ensures purest consistency and handpicked joy is delivered every day by freeing the customer from imposed delivery slots, which is an industry trend. Our pilot in Delhi received rave reviews and we are committed fully to give consumers a value-added proposition that ensures quality and efficiency. We are delighted to cater to people in Gurugram and are looking forward to empowering consumers across the length and breadth of the country.”

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