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VegEase launches grocery cart-at-home service in Haryana & UP

VegEase, the country’s only cart-at-home e-grocery startup, is launching its services in UP and Haryana including Manesar, Ghaziabad, Faridabad and Noida. VegEase is evaluating neighbourhood cart placement locations in these cities in UP and Haryana to of

By **Pooja Yadav** | June 25, 2021



vegease-launches-grocery-cart-at-home-service-in-haryana-up

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The startup has already begun delivery of fruits and vegetables in this region, and will shortly introduce exotic as well as organic produce. The cart-at-home model has seen tremendous success in NCR as VegEase, with customer base doubling in just one month, in April 2021, and is growing at the rate of 100 per cent every month.

VegEase is committed to giving back the power of choice to the consumer in e-commerce of fruits and vegetables. With the cart-at-home model, consumers can order online, and then choose the fresh produce from the cart at their preferred time. This increases the complexity of logistics of fruits and vegetables delivery, and VegEase is ramping up warehousing and will soon be opening more dark stores to reduce the TAT of delivery and other aspects of supply chain management to facilitate this.

Founder of VegEase, Mayank Chaurasia sums up the brand's expansion plans "Our expansion plans are spurred by the market response to VegEase. We are heavily focused on constantly improving customer satisfaction. Our guarantee of timely delivery and self-pick options for increased transparency reassures customers of our commitment to them and drives high-performance benchmarks. Our success metric on returns is industry's lowest at 0.25 per cent, as against industry average of 2-3 per cent".

Since its inception in January 2021, VegEase has achieved a turnover of Rs 9 million, a customer base of over 15,000 in Delhi/NCR region, with 5000 customers coming on board in April and May 2021 alone.

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