

Parle Agro set to revolutionize the Beverage Business on e-commerce platforms

Aims to redefine the business in the beverage category for itself and its e-commerce partners

National, May 2020: In a strategic long term move to scale their beverage business, **Parle Agro**, the pioneer in the Indian beverage industry is leveraging multiple e-commerce platforms to create rewarding business opportunities for itself and its partners. Parle Agro has signed on leading e-commerce players and are in the process of on-boarding numerous other national and niche players to increase the contribution of the company's online sales to its overall turnover. With this significant move, Parle Agro aims to not only create business for its brands, but foster viable opportunities for its e-commerce partners as well.

At present, beverages contribute a low single digit number towards the e-commerce business. As the leader in this category, Parle Agro aims to strategically collaborate with e-commerce players across the length and breadth of the country to increase the contribution of beverages to their platform from the current minor share to a healthy 15% contribution. They also have plans to introduce special SKUs and brands for this segment to cater to distinctive consumer needs. Thus, while strengthening its own leadership in the category, Parle Agro will also help e-commerce platforms capitalize on the beverage business. From a long term business perspective strengthening e-commerce is going to be a game changer. With this move, Parle Agro will also offer direct and uninterrupted access of its beverages to customers with the convenience of home delivery.

Speaking about the move, **Nadia Chauhan, Joint Managing Director and CMO, Parle Agro** said, “We foresee e-commerce to be the most evolving platform with a huge potential in the future. Hence, we charged ahead with a strategy of partnering with national and niche players to strengthen our business as well as create significant business opportunities for our partners. We have already seen a 300% increase in sales on the e-commerce platform in the last month. Now, with an increase in the number of platforms that we partner with online, we are targeting a ten-fold growth in the same.” She further added, “As we look into the future, we realize the need to change the dynamics of not just business continuity, but business building as well. That is why we are leveraging our dominance in the industry to bolster the beverage category online and take it further by making it more visible and accessible to consumers.”

Parle Agro has partnered with leading e-commerce platforms like BigBasket, Grofers, Milk Basket, Flipkart super market and Swiggy which ensures national availability of their beverages. Tie-ups with various national, niche and regional players like Amazon, Zomato, Super Daily and Grocio to name a few, are in the pipeline which will additionally enable convenience of local availability of their beverages. Cumulatively, Parle Agro products will be accessible to consumers across 200 cities in the near future. The brand is also conducting heavy promotions for Ramzan with special offers and packs, supported by advertising on the e-commerce platforms itself.

Parlé Agro

About Parle Agro:

A pioneer in the beverage industry, Parle Agro Pvt. Ltd. is the largest Indian beverage company with a brand turnover of Rs. 6500 Cr. As a driving force of the Indian beverage market, it offers consumers a variety of products including Fruit Juice based drinks and Packaged Drinking Water serving a variety of consumer needs. With 84 manufacturing facilities across India and international locations, Parle Agro caters to over 1.8 million outlets in India driven through more than 5000 channels partners. Along with its brands Frooti, Appy, Appy Fizz, Frooti Fizz, Bailey, Frio, Dhishoom and Café Cuba, the organization has a continued belief in the power of innovation that drives strategy, product development and business practices. This belief has translated into Parle Agro establishing trends that have changed industry and consumer outlook and approach.



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