



GoFrugal offers free use of its online ordering and delivery tools to kirana shops

April, 14, 2020: Indian cloud-ERP company, GOFRUGAL is waiving the cost of their online ordering and delivery management applications for up to 6 months till September 30, to help as many small retailers as possible.

The free bundled solution will help these store owners in two ways:

OrderEasy: The store can set up an exclusive branded android app/iOS app through which their consumers can order from. Orders are automatically pushed into the POS making it easier for retailers to measure and improve their capability. The ordering experience is made similar to fav apps where order is punched only when item is available.

GoDeliver: This app will help manage their deliveries efficiently. Also helps owners control this rush by streamlining deliveries, sharing the most optimum routes with the delivery staff. Tracking the delivery, location and even rescheduling or canceling is made simple and easy for the business owners.

Says **Kumar Vembu**, CEO and Founder, GOFRUGAL: "These are difficult times. During such lockdown when there is a need for essentials goods, our neighbourhood kirana stores are the ones who have stepped up to help us. To further empower the efforts of these retailers, we at GOFRUGAL, are offering our gratitude by providing free solutions till September 2020."

He adds : "These applications will enable the store owners to practise social distancing and also continue to provide services with online ordering and contactless delivery. All these functions can be managed at their fingertips using our app. Going forward we aim to upgrade all the kirana stores into a smart platform where they can continue to enjoy the benefits"

You can download the apps here: [OrderEasy](#) [GoDeliver](#)