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GOFRUGAL offers free applications for kirana stores till September 30

By [Retail4Growth Team](#) | April 15, 2020

The cloud ERP company is waiving the cost of their online ordering and delivery management applications for up to 6 months till September 30.



In a bid to help small retailers, GOFRUGAL, a cloud ERP company, is waiving the cost of their online ordering and delivery management applications for up to 6 months till September 30.

Kumar Vembu, CEO and Founder, GOFRUGAL said that these are difficult times. During such lockdown when there is a need for essentials goods, our neighborhood 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 until September 2020.

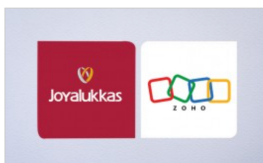
"These applications will enable the store owners to practice social distancing and also continue to provide services with online ordering and contactless delivery. All these functions can be managed at their fingertips using our app. Going forward we aim to upgrade all the kirana stores into a smart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

GOFRUGAL which works with over 5000+ Kirana stores across the country understood that Kirana stores are all-season business and it's important we help them become omnichannel. Working with aggregators for ordering and delivery or building their own platform costs them time or money. Empowering them with an online ordering App with their own brand also brings them added control as they are able to provide a better experience to his favourite customers. While kiranas are doing their bit to contribute to society, GOFRUGAL wanted to ease/reduce the financial burden of these retailers. Through this announcement, they believe many more stores apart from their existing customers will also benefit by leveraging technology.

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