

Token partners with Zencommerce to help Small Businesses combat COVID-19



Mumbai, Apr 16, 2020 ([Issuewire.com](https://www.issuewire.com)) - Tokn, a community platform for small businesses to drive new customers has announced a partnership with Zencommerce India, emerging SaaS platform to enable eCommerce operations to help small businesses to grow and protect in wake of COVID-19 pandemic.

Small businesses including local and independent online retailers have suffered heavily in current times due to pandemic situation. Falling sales and customers, small businesses are looking more than ever to adopt digital technology and foster collaboration to sustain their communities.

Tokn AI-driven community platform helps small businesses support each other and drive great new customers. It currently serves 650+ businesses across 3 cities. More than 4000+ merchants already use Zencommerce business-friendly online store platform to drive millions of consumers.

With this partnership, Tokn and Zencommerce India will enable a multitude of options for every small business (SME's). The partnership will see the launch of collaborated product suite enabling online-offline delivery of products/services, driving new gift card sales and bringing more great customers without any upfront costs.

In these tough times, consumers will also be able to support their favorite retailers by buying gift cards, referring their friends, family and using them whenever they want.

Commenting on this partnership Mr Ankur Goel, CEO, Zencommerce India Pvt. Ltd said, "We have been helping businesses get digital ready and with current times it is an absolute necessity for small businesses to be available online. With this partnership, we will be able to drive more revenues and

future proof small businesses to stay afloat during tough times."

Raghav Soni, CEO, Tokn commented further, "Our mission has always been to grow and protect small businesses and support communities. Never has been community push so strong then at the current moment. We are eager to deploy our community platform and expertise to do our part in helping small businesses survive this challenging period. This partnership thus leverages online-offline advantages for small businesses to come together and help each other."

About Tokn:

Tokn (www.tokn.in) is the first AI-powered community commerce platform built for millions of independent Mainstreet and online businesses to come together and connect them with million mobile first consumers. Tokn guarantees businesses get discovered when they join the invite-only community and thank their best customers in turn supporting other community businesses.

About Zencommerce:

Zencommerce (www.zencommerce.in) India provides businesses with SaaS platform to start their online e-commerce venture instantly. Zencommerce platform is very user-friendly and an ideal solution for those who want to quickly and professionally set up their online store for buy & sell activity that too on there on own domain name within 1 day. Zencommerce has tie-ups with premium payment gateway companies and logistics companies which enables payment system on merchants website in just a few hours. The company is a leader in the domestic e-commerce market by catering to over 4000+ stores from micro to large trading companies operating locally and internationally. The platform has received awards for best E-commerce Platform for consecutive 3 years and also recently in February 2020 received award for 'The Most Affordable E-commerce Software'.



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