OneGreen, Asia’s largest online store for everything pure, safe, natural and green is now here!

Making conscious lifestyle choices is now at your finger-tips, convenient and assured.

Haryana, Gurgaon, Jul 15, 2021 (Issuewire.com**)** - As the levels of consciousness towards a healthy, cleaner, and greener lifestyle become increasingly prominent and brands face greater scrutiny, both at a consumer as well as at an accreditation level, the need to be transparent has become extremely important and basic. The proliferation of such terms like “pure”, “safe”, “green”, “eco” and “organic” in marketing and the lack of credibility makes it harder for consumers to find genuine, more well-intentioned brands, both small and big.

Therefore, to help today’s discerning and conscious consumers to find a solution to their needs in one place and also give them the assurance of finding genuine products and brands, OneGreen has stepped in as the unique one-stop-shop in this space.

Founders Abhijit Bhattacharya and Neha Gahlaut realized the struggling of first finding a sustainable and organic product in the market. “Our decision to make a switch to conscious living was easy but, unfortunately, executing it wasn’t. We weren’t expecting to come across two challenges almost immediately into our green journey. First, we couldn’t find sustainable and organic products easily. Once we did, we weren’t sure if the product was actually organic, pure, green, and sustainable or if they just claimed it. There were no specific quality checks at the store-end to ensure if products are as authentic or organic as they claim to assure the conscious consumer,” state the duo.

OneGreen is **Asia’s largest online store** for anything and everything ***pure, safe, natural, green, and sustainable***. It is the house of multiple categories – helping today’s modern woman make easy and smart choices from personal care to groceries and staples; from baby to intimate hygiene, from home care to food and beverage - aiming to satisfy an array of needs of its consumers in terms of availability and by assuring them of the quality.

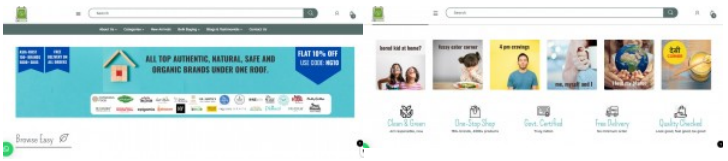
Today’s consumers are more passionate and aware than ever before, with increased access to information, they are not averse to being educated on the inner workings of a brand. The conscious consumer wants to make mindful choices and is always seeking validation. **OneGreen Index** – the brand’s in-house proprietary tool gives A-level assurance that comes from conducting intensive audits on the brands signing up. This is followed by an intensive process of Certification check, thereby making the OneGreen Index one of the most potent, extensive, and comprehensive “green” checks to exist in India.

Some of the prominent brands listed on the marketplace are; *Epigamia, Soulfull, Nourish Organics, Vahdam Teas, Snackible, SuperBottoms, The MomsCo, Conscious Foods, Neemli Naturals, Timios, The Whole Truth, Wingreens, Shumee, Pop Goes the Art, Glee Toys, Bare Necessities, and Bella Vita* to name a few. The focus is also on providing smaller, ethical brands with the same exposure as well, making OneGreen an exclusive seller of multiple brands like *Akiya, Mom's Secret, Dream Meld, Palette Bath, Emblaze Theorie,* and many more.

Instagram: @onegreenrevolution

Facebook: www.facebook.com/onegreen

LinkedIn: www.linkedin.com/company/69869271



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