

Exclusive: Bazarpe forays into B2B ecommerce with rapid delivery

Why grocery stores in Delhi love bazarPe for sourcing the products

bazarpe

Delhi, New Delhi, Aug 28, 2021 ([Issuewire.com](https://www.issuewire.com)) - Business-to-business e-commerce start-up **bazarPe** launched its service in Delhi/NCR with newly added grocery items. Bazarpe's decision to introduce grocery in its bucket aligns with the current scenario of Covid-19 and daily price change of essential products especially for small retailers who can't afford large stock due to financial constraints.

*"Bazarpe only focus on small shopkeepers who have very limited fund and can't buy in bulk. We keep a single price for any quantity of purchase so that small retailers can increase their range of product lines with the same fund and maximize their profitability. After testing 2,000 plus serving **kirana shops** in Delhi the aim of the company is to have 20,000 plus shops Delhi/NCR by the end of 2021"* the company said in a statement.

Surprisingly, Bazarpe doesn't allow open registration to users! All its shopkeepers are acquired and manually registered.

"We at bazarPe, don't believe in blindly acquired numbers and surprise the market with cash discount. The basic is very clear- go slow but keep the long-lasting users only. Spend in real users only and extend the best service to them." **Shivlendu Kumar** (Co-founder of bazarPe) replied when asked the reason behind manual registration, while online platforms do anything to get users to click.





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