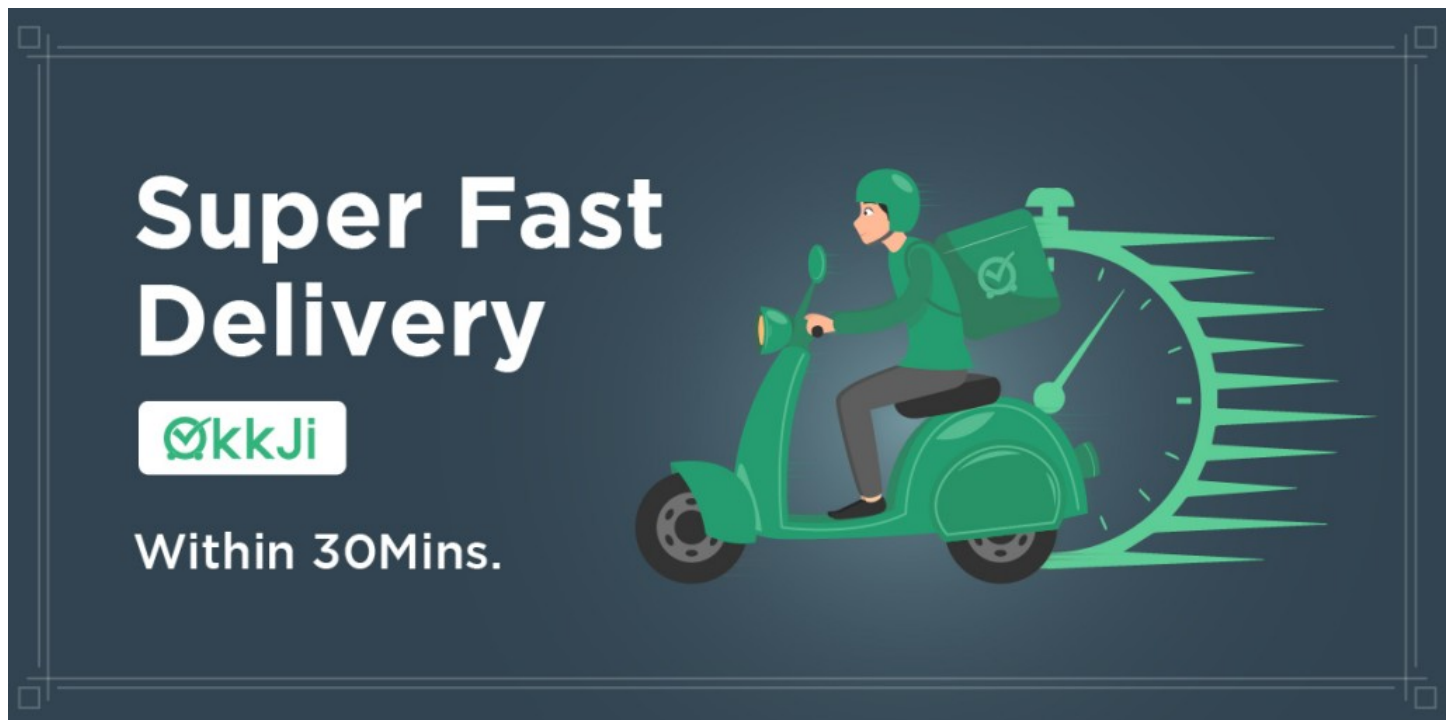


Smoothing Grocery's journey from Store to Door



Patna, Bihar Feb 16, 2022 (Issuewire.com) - The Indian "foody" society is full of diverse tastes and dishes. Cooking at home is considered art in our homes. We have been traditionally dependent on Local Kirana for our grocery needs but as we know time always wins the race against tradition. That is the reason why every tradition switches with time or tunes itself to maintain its relevance. The Internet, smartphones, busy lifestyles, and old ambiguous Kirana are fueling a push of customers towards E-Commerce for their grocery needs. [Okkji](#) then came as a revolution in the grocery business that ignited a change in the traditional pattern of [Rashan](#) buying by modernizing native Kirana shops.

How does it come into existence?

A young brave-hearted entrepreneur Mannu Jha visioned the necessary change for Kirana Operation. He very minutely observed the nature of Indian grocery shopping and understood that it's far different from the rest of the world. The reason for this lies in the fact that our society prefers raw food, cereals, pulses, spices, and many other things rather than backed, cooked, or ready-to-eat food. Food habits change consistently across our country. Resultantly there is no uniform pattern of grocery buying across the nation. Local Kiranas are the only ones to know this hyper-local diversity & Specific indigenous needs. In the same while, Mannu Jha also found various ambiguities and inconvenient practices associated with neighbourhood Kirana shops. He acknowledged the market and analysed what void E-Commerce players are trying to fulfill but going in vain.

What is Okkji?

[Okkji](#) is aggregating different local Kirana stores on a uniform digital platform form where anyone can easily buy groceries of their choice and need. It is not only eliminating the digitization cost for kiranas in terms of Application development and maintenance but also providing logistic support to deliver

groceries at the customer's doorstep on their behalf.

Here any Kirana can digitally sell their product with proper presentation of their product accompanied by a home delivery facility. In this way, it is not just providing them a digital space but turning them into a "digital mall" or a mammoth ECommerce marketplace, along with other local Kirana stores. This can potentially cater to the hyper-local needs of customers and deliver them at the most rapid pace.

12000+ delivered orders, 9000+ installed Applications, and almost 500 positive feedback on the google play store within one year embark its grand opening. This is majorly due to its hyper-local presence and association of 300+ reliable stores across Patna. Now, It is spreading its wings for pan India presence with a steady and strategic pace to deliver each city's specific & customised grocery needs to their doorsteps.

An ambitious and hard-working team under the expert leadership of power-packed CEO Mannu Jha is working hard to make [OkkJi](#) become the ultimate choice to cater to local taste and faithful grocery shopping from local kiranas with super-fast delivery.



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