

Sip spreads its wings to three new cities

Sip started in Kolkata, and is now also available in Siliguri, Howrah & Durgapur



kolkata, West bengal Dec 20, 2023 ([Issuewire.com](https://www.issuewire.com)) - Sip Direct (<https://www.sipdirect.com>) started operations in Kolkata earlier this year post empanelment by West Bengal State Beverages Corporation Ltd. They joined the likes of Swiggy, Dunzo, and Spencer's Retail to deliver Liquor in the State Capital as per prevailing guidelines.

After a successful launch in Kolkata, they have now expanded operations to three more cities - Siliguri, Howrah, and Durgapur. Operating under the brand name "Sip Direct" or simply "Sip" the young Startup now delivers across more than 350 pin codes. Across the new locations too, they continue to deliver in their proprietary tamper-proof packaging to ensure the authenticity of the products from the shop to the consumer.

Sip puts the Consumer at the heart of its interface and has made numerous firsts to enhance the Consumer's experience of purchasing their favorite beverages. Sahil Sharma, Chief Technology Officer and Head of Product said, "We have crafted our platform while taking into cognizance the nuances of this category. With our product-first view, you can swiftly add items to your cart, and we take care of the rest for a seamless checkout. An easy phone number-based login and digital KYC initiatives are all

about ensuring an effective interaction and a simplified experience."

The platform is accessible via the website <https://www.sipdirect.com>. It is built as a progressive web app (PWA), and no separate download from the Play Store or App Store onto the phone is required; neither does the app have to be frequently updated. The Company is in conversation with other State Governments for expansion to other regions. Sip urges consumers to sip responsibly and in moderation.

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