

Sip Direct adds pan India footprint for barware & mixers

Platform can now deliver barware, bar accessories and mixers across India



Now across India

Bartenders, Barware, Mixers & more!

www.sipdirect.com

kolkata, West bengal Apr 17, 2024 ([Issuewire.com](https://www.sipdirect.com)) - Sip Direct (<https://www.sipdirect.com>) has been active in West Bengal for close to a year, joining the ranks of Swiggy, Dunzo, and Spencer's Retail to deliver Liquor in the State Capital as per prevailing guidelines. Active in four cities – Kolkata, Siliguri, Howrah, and Durgapur – they retail a catalogue of 1000+ SKUs spanning liquor, mixers, barware, and others.

Operating under the brand name “Sip Direct” or simply “Sip” they have recently added Pan India

operations to their portfolio, leading with two key services: (a) bartending services on demand and (b) home delivery of select barware items and mixers. Karuna, who Heads non-alcoholic beverages and barware categories said, “With our increasing social media presence and platform visits, we felt the need to extend our solutions to a wider audience beyond our current geographical footprint. Consumers are looking to curate their at-home drinking experience and a platform like Sip Direct can not only enable the discovery of niche brands but also provide access to information (recipes, pairing, etc.) and barware to create the cocktails right at home!”

According to the latest data from global alcohol market analysts IWSR, 82.5% of alcobev sales in India (2022) were from 'off-premise', or retail stores. This is the market that Sip Direct is looking to address, potentially providing easy access to pairing information and purchase of mixers, along with barware. “There were interesting considerations for the premise”, said Rahul Singh, Software Architect at Sip Direct, while adding “The fulfilment model here is no longer hyperlocal, plus the state regulations around alcohol mean that the pan India catalogue has to be carefully isolated for users outside of West Bengal, and a union of the multiple categories for users within the state.”

Users can access the Pan India portfolio via <https://sipdirect.com/shop/sip-merchandise> or by visiting the shop page after selecting ‘Pan India’ when the city selection pop-up shows at the time of visiting the home page. The platform 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. Sip urges consumers to sip responsibly and in moderation.

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Source : Ontap Direct Private Limited

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