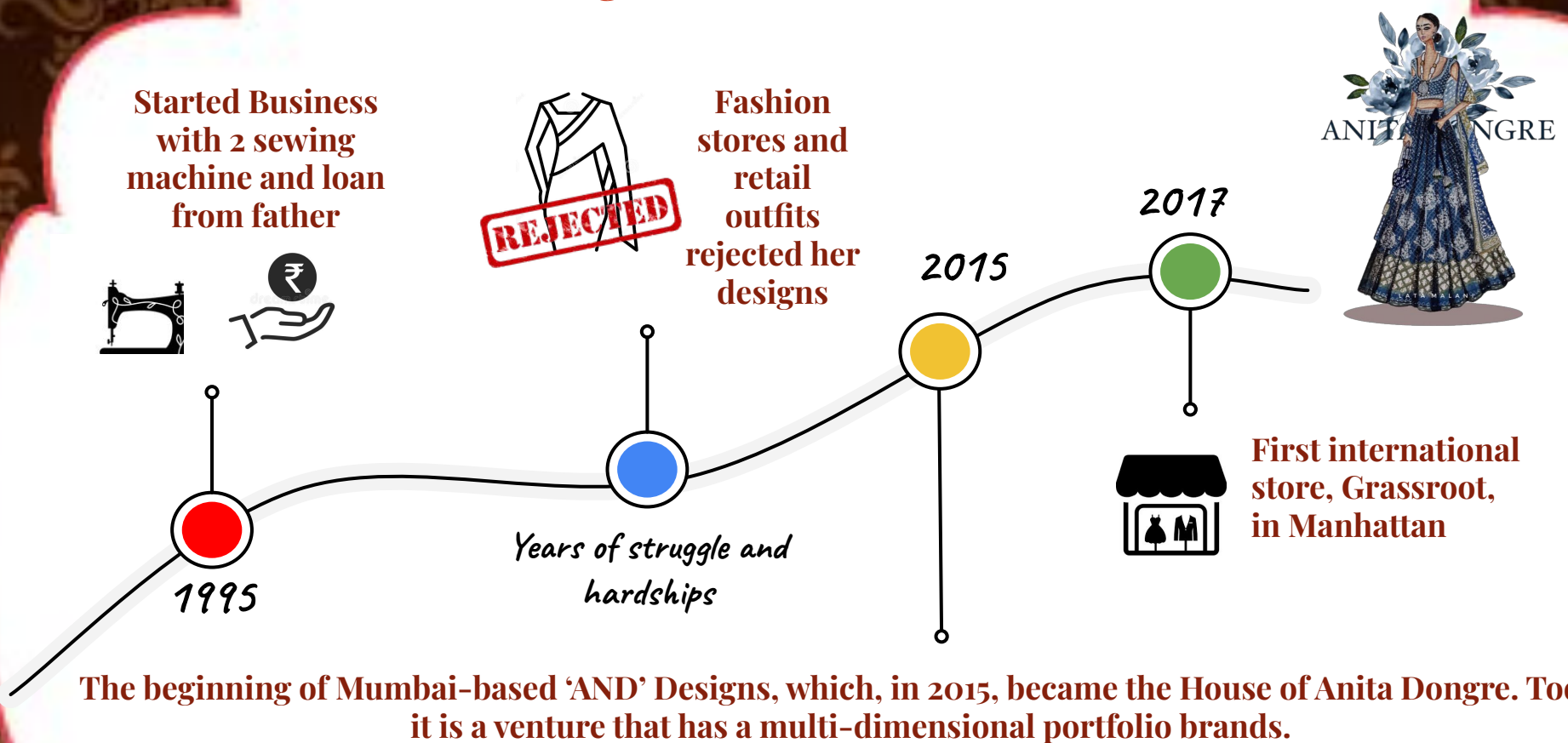




# HOUSE OF ANITA DONGRE

## From 2 Sewing Machines to Rs 800 Cr Business



AND

global desi

PINKCITY  
• FINE JEWELRY •

GRASSROOT  
by  
ANITA DONGRE

ANITA DONGRE

**Business Model:**  
B2B & B2C  
Built on efficiency  
with the focus to  
achieve scale



### SECURITY:

Bank payment gateway website, encrypted  
using Industrial Strength Cipher



### ADDITIONAL SECURITY:

Verified by VISA and Mastercard Secure  
Code facility



**PAYMENT OPTIONS:**  
Credit / debit, VISA/ Master  
Cards , Cash on delivery in  
India



**Grassroot: Empowers  
artisans, women and  
drive towards  
sustainable fashion**



**CHALLENGES:**  
2016 KATE MIDDLETON  
INCIDENT



**WEBSITE TRAFFIC MANAGEMENT:**  
Collection of user's IP address



**COOKIES:**  
Session ID cookies,  
Persistent cookies

Finding the  
Gaps

True to  
Tradition

Green  
Thinking

Local Connect

ECOSYSTEM

**Using digital platforms to  
reach audience**

