Problem:

I saw many people selling small items like vegetables,oil,hand-crafted items,etc from their homes.They put up a board in front of their home to advertise their products to their locals.These boards rarely catch the attention of anyone.

To display offers or new arrivals,stores put up boards in front of their stores or use wall posters.This action peaks during weekends,holidays and local festivals.Not everyone looks at posters.Not everyone crosses that store every day to see what’s new or offers.

Searching online for a product or service’s availability and/or price in one’s locality is not a thing yet.It’s virtually impossible.Google Maps listings and JustDial suck.You can’t post products there.Clean-looking,legit,easy-to-use,current business listings are not available in India.

Some shops use Instagram or Facebook ads.But not everyone uses Instagram or Facebook.These sites are not for everyone.

Some shops use WhatsApp groups and WhatsApp statuses to promote their products and to keep in contact with loyal customers.This approach is not scalable since WhatsApp groups are mostly spam and people grow blind to group messages.One shouldn’t need to give their number to stores to see updates.

During weekends,people want to discover interesting stuff to do like parks,restaurants,events etc.There’s no centralized platform where you can just go and discover cool events happening around you without giving away your privacy (WhatsApp groups).

They want to know what’s happening in their area,what’s trending,etc.People who live away from their homes want to stay updated about their native place.

Small shops don’t have a platform for their digital presence.No way to connect with customers and display their products and services.

People don’t have a legit platform where they can find a product or a service and it’s details like price,contact details,reviews,etc.

There’s no platform for users to connect with your neighbourhood,see what’s happening in their area.

We provide a solution for that.