

For fresh fruit and vegetable marketing and distribution in Asia



By Chris Komorek

Thursday 30th July 2020, 2:49 GMT

IG International launches e-Commerce platform

Indian consumers have a new online option for purchasing fresh produce, with items delivered to their doorstep



L eading Indian fresh fruit importer and distributor, IG International, has officially launched its dedicated eCommerce platform, which aims to provide Indian consumers and merchants with easier access to a range of fresh produce.

In a statement, the company said it had wanted to take its business online for a long time, with the lockdown measures implemented because of coronavirus (Covid-19) having provided the impetus to take the next step.

“Interstate transportation of fresh produce proved difficult across India during the lockdown, as state borders were closed,” IG said in a statement.

“In such a scenario, there were cases wherein people had to make do with the groceries available at local grocery shops and vendors. The access to nutritious foods and dairy products was there, but the choices available were limited.

“Even eCommerce deliveries were restricted to essential goods for a while, to keep a check over the spread of Covid-19.”

IG has entered the eCommerce arena at an optimal time, where consumers around the world are turning to a simplified, non-contact way of shopping for essentials.

The company said it believes going online will empower its consumers to get easy access to fresh produce, particularly during times of social distancing.

The new platform allows consumers and merchants to place orders online, via a smartphone app or computer, with the goods delivered to their doorstep. It is accepting payment via internet-banking, debit cards, credit cards, and PayTM.