



DIRECTORS AS SCRIPTWRITERS?!

Gujarati film directors choose to write their own scripts instead of opting for scriptwriters

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dna

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Blues manager Mourinho accuses players of not listening to him in their 1-2 against the League leaders Leicester City

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NEW MARKET

Wagh Bakri boosts online presence to raise sales

The company had earlier this year expanded its physical network to cater to northern states

dna correspondent @dnaahmedabad

Ahmedabad: India's third largest tea producer Wagh Bakri has revamped its online presence to reach out to territories where it does not have a physical presence and cater to the growing trend of online buying.

"The buying habits of Indians have are witnessing a significant change with consumers preference shifting to buying online. Tea is no exception," Wagh Bakri executive director, Parag Desai informed media persons while announcing the revamping of its online site 'buytea.com'.

The 20-year old website now has a user interface that is mobile friendly as most buyers use smartphones for online purchases. The company will soon come out with a mobile app. It also plans to make the portal interactive where buyers can share their experiences.

Till now, die hard tea enthusiasts from India and abroad used to place orders from the portal. Such fans buy exotic varieties of tea online. In order to draw more netizens to the portal, the company has tied up with search giant Google and Youtube. "If you buy an air ticket, or place hotel bookings, our advertisement will pop up drawing



We have a logistics partner who can deliver within three days. Going forward, we will also come up with a 'Cash on Delivery' option

PARAG DESAI, executive director, Wagh Bakri Tea Group

you to the site," informed Desai.

The company had earlier this year expanded its network to cater to northern states. It had come out

with an video advertisement which was marketed over social media. Unlike physical expansion, the revamped online presence will

enable it to reach out to a wider user base with minimal cost. "We have a logistics partner who can deliver within three days. Going forward, we will also come up with a 'Cash on Delivery' option," said Desai.

The company is also expanding its Wagh Bakri Lounge into more cities of the country. It will add one lounge each in Delhi and Mumbai, while debuting in cities like Vadodra, Surat and Rajkot, amongst others.

Desai said that consumer behavior is changing in the country and often families buy multiple varieties of tea. "Now the housewife is no longer the decision maker. Each person of the family has a different choice. We have close to 65 varieties of tea on offer," he said.