

Zuri enters e-commerce segment

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Bangalore, Sept 4: The ₹500-crore Zuri Group Global, which has businesses spanning across hospitality, real estate and floriculture, has entered India's \$2-billion e-commerce space with Zoffio.com, an online office supplies and stationary platform. With an initial investment of about \$25 million, the Bangalore-headquartered company is targeting a revenue of \$300 million in next five years from the new venture. The online venture, which will be focusing on the business-to-business (B2B) segment targeting small and medium enterprises (SMBs), is eyeing revenue of \$2.5 million in the first year of its operations.

"We realised that there is not much action in the B2B space in e-commerce. There is a huge potential in the country for office supplies, which is dominantly unorganised," said Abhishek Kamani, CEO and founder, Zoffio.com.

Zoffio.com is operational for the last five months and has managed to clocked in 4,000 orders. "In the last few days we had reached an average of 100 orders per day. Our average order size is already about ₹ 4,000," he said.