



Commerce

CASE STUDY DECK



North America





E-Mobility

 Commerce

E-Powersport: Speeding ahead of the competition with the electrifying power of ecommerce

Based out of Las Vegas, USA, E-Powersport is an online store selling e-bikes, e-scooters, and e-motorcycles, with the aim to provide efficient, reliable electric transportation to everyone

Challenges

- Need for an interactive ecommerce platform to boost sales
- Cost concerns with Shopify and Office 365, and low ROI from traditional social media advertising
- Required a centralized IT system for better management and security, with scalability for future expansion

Why Zoho Commerce

- Positive prior experience with Zoho products
- Cost-effective solution with enterprise-level features, and strong emphasis on security and privacy
- Simple and intuitive design for easy setup and growth, and seamless integrations with various apps without requiring external plugins

Benefits

- **Quick setup and completion** of ecommerce store
- **Comprehensive media campaign management and data analysis**
- **Automation features** augmented employee capabilities
- **Cost-effective and scalable solution** for small businesses



"Zoho Commerce stands out for its simplicity, support, and intuitive design, which makes it easy to set up. It's like having my own IT team. If you have all your products, pricing, and media content ready, you can easily be up and running in a few hours with Zoho Commerce."

John Reagan

CEO, E-Powersport

You can also [visit E-Powersport's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

Inspired by this story of passion, grit, and success?

[Sign up for Zoho Commerce](#) and take your business online today!



F&B



Vivapura Superfoods: Superfoods with a super shopping cart experience

Based out of Arizona, USA, Vivapura Superfoods is a boutique superfoods company that has leveraged ecommerce to provide quality superfoods to its customers across the world

Challenges

- Overcoming negative experiences with previous ecommerce platforms
- Managing high traffic levels from a large user base
- Limited budget and personnel for ecommerce technology investment
- Difficulties in inventory management

Why Zoho Commerce

- Fast, powerful, and user-friendly ecommerce site builder
- Seamless integration with Vivapura's existing inventory management, CRM, and email marketing solutions
- Comprehensive ecommerce platform fulfilling all cross-functional requirements

Benefits

- **Achieved go-live within 6 weeks** with high customization
- **Monthly addition of 2,000-2,500 new customers**, with a **5% increase in bi-monthly sales** over the previous year
- **Enhanced organic search visibility** with Zoho Commerce's built-in SEO features
- **Competitive edge with responsive layout** and emphasis on **user privacy**
- **Able to successfully compete with larger corporate-backed rivals** by leveraging ecommerce traffic insights for strategic decision-making



"Zoho Commerce is a great asset for the company. We have witnessed a steady incremental growth curve after we moved to Zoho, and it has been a great experience for us. While Zoho Commerce is pretty good in itself, Zoho One with Commerce is great."

Jason Uccetta

Art Director, Vivapura Superfoods

You can also [visit Vivapura Superfoods's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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Home Furnishings



Corbell Silver: Taking the shine of silver online

Based out of the USA, Corbell Silver is a wholesaler of hotel silver, silver-plated items, reproductions, and antiques, supplying to over 1,000 stores, with a rich legacy of over 75 years in the premium silverware business

Challenges

- Overcoming negative experiences with previous business applications
- Limited budget and personnel for ecommerce technology investment
- Inefficient and costly existing process of mailing product catalogs to customers
- Manual data-entry processes for product synchronization

Why Zoho Commerce

- Needed an ecommerce solution to automate processes and enhance the buyer journey
- Responsive, visually appealing website across all devices with a simple but secure payments process
- Reliable support team for assistance

Benefits

- **Showcased 6,500+ items** on the Zoho Commerce website
- **Automated key business processes**, such as real-time email notifications for new arrivals and immediate online ordering
- **Streamlined data entry** between the ecommerce store and other applications
- **User-friendly mobile experience** with a simplified payments process resulted in positive customer feedback



"We are happy with the level of automation that has been made possible for our customers today with Zoho. After switching over to Zoho Commerce, we got several calls from our customers citing the ease of using the website. It has made payments easier."

Howard White

President, Corbell Silver

You can also [visit Corbell Silver's website](#) and [read about its ecommerce journey](#).

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Manufacturing



Automation Werks: Making Industrial automation solutions accessible with ecommerce

Based out of Illinois, USA, Automation Werks is a family-run business and a leading distributor of industrial aluminum, T-Slot framing, pneumatic components, and vacuums

Challenges

- Dynamic customer requirements and access to pricing and product information
- Providing online visibility of pricing and inventory levels
- Integrating product information into their ERP system

Why Zoho Commerce

- Online accessibility and 24/7 product availability for customers
- Robust integrations with both Zoho and non-Zoho products

Benefits

- **Easy product management** with quick updates and additions
- **Google shopping integration** for showcasing products on multiple platforms
- **Responsive technical team** for enhancements and additional features requests



"By simply sliding a button, we linked over 35,000 items on our Zoho Commerce store with Google Shopping! As a result of that, over the past year, we have sold in excess of \$250,000 from just one enhancement."

Jeff Rietschel

Founder, Automation Werks

You can also [visit Automation Werks's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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**Construction &
Building Materials**

Commerce

Decking ▾ Tools & Hardware ▾ Railing ▾ Lighting ▾ Building Materials ▾ Brands ▾ MORE



DeckMart: Supplementing bricks and mortar with clicks and orders

Based out of Ontario, Canada, DeckMart is a growing building supplies business that has embraced ecommerce technology for rapid growth

Challenges

- Disillusioned with the existing solutions from WordPress and Shopify
- Required an extensively customizable, end-to-end plug-and-play ecommerce solution allowing for in-house site maintenance
- With customer service being the USP of DeckMart's business, the chosen ecommerce platform had to be able to deliver on this front

Why Zoho Commerce

- Prior experience with Zoho products had instilled confidence in the brand
- Easy uploading of the entire product catalog, and a seamless integration with Zoho Books and Zoho Inventory
- Built-in features like a mega menu that were critical to the business

Benefits

- Zoho Commerce was a simple, powerful, and customizable software that **delivered exceptional customer service**
- **Increased revenues and reduced costs** by converting offline and phone customers to online buyers, while outperforming its competitors consistently
- **Expanded reach and brand awareness** across multiple Canadian provinces, establishing DeckMart as a local market leader



"We were on the lookout for something special, and in a few months, we saw Zoho had launched Commerce. We knew Zoho was faster in updates and upgrades than other applications, so we chose it. When it comes to website design and layout, Zoho Commerce makes our work easy, with features like a mega menu available within the product itself."

Aram Piruzyan

Co-Founder and Director, DeckMart

You can also [visit DeckMart's website](#) and [read about its ecommerce journey](#).

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South America





F&B



Almacen Cervecerio: Opening up new business possibilities with Zoho Commerce

Based out of Chile, Almacen Cervecerio delivers training courses, equipment, and raw materials to make craft drinks the right way

Challenges

- Need for a full-fledged ecommerce store for 24/7 customer purchases
- Flexible and easily updatable website reflecting business strategies
- Seamless integration with backend inventory without additional development

Why Zoho Commerce

- Positive experience with Zoho Inventory led to exploring Zoho Commerce for online store setup
- Simple, professional, and flexible platform with necessary features and integration capabilities

Benefits

- **Expanded its customer base** with online purchasing options
- **Increased operational efficiency** through Zoho Commerce's native integrations with other Zoho products
- **Streamlined international shipping** with built-in FedEx integration
- With Zoho Commerce, Almacen Cervecerio is now **able to focus on becoming a wholesaler in the local market while expanding globally**



"Zoho Commerce is simple and professional, and the team has factored in everything. It is also flexible, making it easy to adapt it for different business models."

Felipe González Solís

Proprietor, Almacen Cervecero

You can also [visit Almacen Cervecero's website](#) and [read about its ecommerce journey](#).

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Australia





F&B



The Jack Man: Taking the health benefits of jackfruit worldwide through ecommerce

Based out of Australia, The Jack Man is an Australia-based organic business that is spreading the health benefits of jackfruit globally

Challenges

- Insufficient offline sales for startup growth
- Limited budget and personnel for ecommerce technology investment
- Need for a robust ecommerce solution to manage end-to-end business processes

Why Zoho Commerce

- Seamless integration with existing cross-functional solutions
- Easy website building and management, aesthetically appealing
- Built-in payment and shipping integrations for scalability

Benefits

- **Increased product visibility** to a wider market
- **User-friendly platform** with responsive customer support
- **Improved web search rankings** by smartly showcasing jackfruit recipes through the built-in blog and SEO tags features
- With Zoho Commerce's strong portfolio of built-in integrations, The Jack Man is now **able to explore overseas markets** without having to reach out to third-party developers or marketplaces for building the requisite APIs



"In just a few months, we implemented Zoho Sites, and then moved to Zoho Commerce... and it fit into our existing infrastructure. Choosing Zoho to run our business processes is one of the best decisions we have made."

Mejo and Thamali George

Co-founders, The Jack Man

You can also [visit The Jack Man's website](#) and [read about its ecommerce journey](#).

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Europe



Measure Monitor Control

Technical specialists in the supply of:

- Valves for Process Automation
- Pressure Regulation for Liquids and Gases
- Flow Measurement Solutions
- Compressed Air Purity Monitoring
- Products for Hazardous Atmospheres: ATEX, IECEx, EAC Ex CU TR

Challenges

- Transitioning from expensive in-house servers to a cost-effective cloud-based solution
- Managing separate systems leading to data errors and time-consuming processes
- Limited resources for digital transformation while aiming for international expansion

Why Zoho Commerce

- SaaS platform for seamless business operations
- Real-time inventory updates with Zoho Inventory integration
- Simplified order processing and powerful automation features

Benefits

- **30% annual increase in sales**
- **Streamlined operations** by integrating accounting, inventory, and CRM systems
- **Reduced errors and saved time** with an efficient order processing system
- **Flexible payment options**, either through the website or by invoicing in Zoho Books, without requiring any manual intervention

MMC: Providing high-quality, innovative industrial solutions online

Based out of the UK, MMC is an independent specialist distributor of valve and instrument solutions for industrial process control, automation, and applications



"Sales have grown by more than 30% per year after using Zoho Commerce. Order processing has become easy, leaving us with time to meet our deadlines for courier collections."

Jerry Cook

Managing Director, MMC

You can also [visit MMC's website](#) and [read about its ecommerce journey](#).

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India





Agriculture



Commerce

City Greens: Transforming urban farming with technology

Based out of Bengaluru, India, City Greens is the largest privately-owned research center in India for hydroponic urban farming and is completely bootstrapped

Challenges

- Limited awareness of hydroponic farming and its benefits in the Indian market
- Budget and manpower constraints for investing in ecommerce technology
- Poor experience with previous WooCommerce website, requiring multiple plugins and facing server bandwidth limitations

Why Zoho Commerce

- Familiarity with Zoho's quality software products
- Seamless integration with existing finance and inventory management solutions
- Shared vision of bringing capable, locally developed products to the market

Benefits

- **Achieved 3x revenue** in the first post-pandemic month, reaching breakeven shortly after
- B2C **Zoho Commerce website drives over 20% of revenue**
- **High level of process automation** through integration with finance and inventory management solutions
- **Built a loyal customer following** with a content-driven marketing strategy on its website



"It was easy for me to decide to move my website to Zoho Commerce. The story of Zoho and the bootstrapping that the company has done is inspiring. We want to take a Made-in-India product and compete with the global players."

Gaurav Narang

Founder and CEO, City Greens

You can also [visit City Greens's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) by its founder.

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Beauty &
Personal Care

 Commerce

Nature Foody to Your Skin: Promoting chemical-free beauty with ecommerce

Based out of Chennai, India, Nature Foody to Your Skin is a beauty and grooming business providing natural skincare solutions

Challenges

- Difficulty managing operations on Instagram as the business grew
- Manual payment processing and inability to issue invoices
- Negative experience with a developer who stole customer data and sent derogatory emails

Why Zoho Commerce

- Zoho Commerce was a user-friendly ecommerce platform with built-in automation for payments and invoicing, and was recommended by a trusted source

Benefits

- Quick setup and **go-live within 3 weeks**
- **50% revenue growth** post-launch
- **International shipments** facilitated by built-in integrations
- Real-time sales reports for **targeted marketing campaigns**
- **Easy tax filing** with GST-ready invoices
- **High data security** for peace of mind



"I use Instagram Stories a lot in my business. I share my product details with a swipe-up option that takes them to my website, from where they can easily purchase the product. The team at Zoho Commerce is amazing, and the personal touch they bring during the interaction makes a lot of difference."

Roshini Jerald

Founder and CEO, Nature Foody to Your Skin

You can also [visit Nature Foody's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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Construction &
Building Materials

 Commerce

My Wall Panels: Revolutionizing interior decor with an online store

Based out of India, My Wall Panels sells a wide range of products for wall paneling, interior decor, doors, and flooring

Challenges

- Limited physical space for product display
- Cumbersome manual tracking of product details and pricing
- Previous Magento website lacked essential features and integration capabilities

Why Zoho Commerce

- Responsive, easy-to-use ecommerce platform with migration support
- SEO-friendly features for improved search engine rankings
- Natively feature-rich with GST-ready accounting, product tracking, and support for integrations with other business apps

Benefits

- Smooth migration and **go-live from Magento to Zoho Commerce in just 1 month**
- **Showcased the entire product catalog online**, doing away with showroom space
- **Enhanced customer engagement** and behavior analysis with SalesIQ integration
- **Increased revenue and customer satisfaction**



"Having our own website was necessary to communicate with our buyers. I have been ahead of the competition because of my online-first approach. We have two ecommerce stores that are running on Zoho and plan to start a new one soon."

Sajjan Kumar

Founder, My Wall Panels

You can also [visit My Wall Panels's website](#) and [read about its ecommerce journey](#).

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FREE SHIPPING ON ALL ORDERS

BUY

SELL

Challenges

- Building customer trust in the refurbished gadget segment
- Limited functionality of the existing website
- Managing growing orders and inventory with MS Excel
- Need for task automation and streamlined operations

Why Zoho Commerce

- Best fit for Sahivalue's needs with server-side APIs and Zoho product integration
- Automated manual tasks for efficiency

Benefits

- Achieved **3x revenue growth**
- **Enhanced customer experience** and brand promotion
- **Efficient inventory management**, with integrated operations on a single dashboard
- **Strong tech support** and **community engagement**

Electronics

 Commerce

Sahivalue: Acing the business of refurbished gadgets with ecommerce

Based out of Mumbai, India, Sahivalue is a leading name in the refurbished electronic gadgets segment



"Zoho Commerce has all the features needed for a world-class product. But two things stood out for me—it was easy to integrate Zoho Commerce with other Zoho products, and the store was up and running the very first day!"

Amit Gupta

Founder, Sahivalue

You can also [visit Sahivalue's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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F&B

Zoho Commerce

Thulam Foods: A food startup's successful integration with ecommerce

Based out of Bengaluru, India, Thulam Foods is a food startup combining health-food manufacturing, online groceries, and cloud kitchen services

Challenges

- Initially operated solely on WhatsApp, making it difficult to handle business growth
- Founders lacked IT and technical expertise
- Limited budget and personnel for technology investments

Why Zoho Commerce

- Affordable and user-friendly website builder
- Feature-rich ecommerce platform eliminated the need for external developers or IT professionals

Benefits

- **Achieved 3x revenue growth** after moving to Zoho Commerce by allowing Thulam Foods to focus on its core business instead of diverting resources toward IT operations
- **Expanded customer base** to serve 1,000+ families across 35+ gated communities
- **Strengthened supplier relationships** by receiving online payments in advance, reducing the Procure to Pay (P2P) cycle



"I decided to try out Zoho Commerce and built my ecommerce website myself. Since then, our sales have more than tripled, and I see them scaling up even further in the months to come."

Ravichandran Balakumar

Founder, Thulam Foods

You can also [visit Thulam Foods' website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) by its founder.

Inspired by this story of passion, grit, and success?

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F&B



KuKClean: Taking veganism mainstream with ecommerce

Based out of Bengaluru, India, KuKClean is a plant-based specialty store that sells vegan products with a focus on health, clean labels, and sustainability

Challenges

- Transitioning from WhatsApp to a website as the volume of orders grew, aiming to cater to a larger customer base
- Educating customers about clean eating and veganism beyond just food and drink
- Seeking an ecommerce platform that could be managed independently without technical reliance on third parties

Why Zoho Commerce

- Confidence in Zoho's products and support based on prior experience
- Zoho Commerce offered built-in features like offers and coupons to incentivize existing WhatsApp customers to shop on the new website
- Focus on an accessible and user-friendly website design to showcase the wide variety of KuKClean's products

Benefits

- **Quick launch of the ecommerce store within 30 days, resulting in increased order value and volume**
- Zoho Commerce's user-friendly layout and navigation **improved product visibility and boosted sales** compared to the previous WhatsApp model
- Efficient order management software **streamlined order processing, payment acceptance, and customer service**
- Built-in features such as blogs, product reviews, and coupons **enhanced customer engagement** and supported KuKClean's goal of promoting veganism as a healthy lifestyle choice



"Moving to a website from WhatsApp was important for us to efficiently manage the orders, and soon people started ordering from the ecommerce website. The order value also went up with the website as people saw a lot more products that they would have otherwise missed in the WhatsApp model. Now even the order volume has gone up."

Kirti Yadav

Co-founder, KuKClean

You can also [visit KuKClean's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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Fashion &
Apparel

 Commerce

AVH Turban Centre: Taking trendy turbans to the world!

Based out of Chandigarh, India, AVH Turban Centre is bringing quality turbans to the Punjabi diaspora worldwide

Challenges

- Non-tech founder required an easy-to-use ecommerce solution
- Previous experiences with WooCommerce and Shopify were costly and required external help
- Limited budget and personnel called for a comprehensive solution

Why Zoho Commerce

- Simple and cost-effective platform with ready-to-use features like SSL certification, shipping integration, and payment gateways

Benefits

- **Expanded geographical reach** nationally and internationally
- Integration with Zoho's ecosystem for **valuable customer data and support**
- **Seamless payments with built-in gateways**, even for international transactions
- **Excellent customer support** for technical issues



"Earlier, our customers were limited to Punjab. But now we get orders not only from all over India but also from overseas, as we ship internationally too. Thanks to Zoho Commerce and its ecosystem, we are now planning to scale our business to the next level with a more professional approach...and become the best turban store globally."

Inderjit Singh

Founder, Adarsh Voile House (AVH) Turban Centre

You can also [visit AVH Turban Centre's website](#) and [read about its ecommerce journey](#).

Inspired by this story of passion, grit, and success?

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Fashion & Apparel

Honcho Baby: Babywear takes a giant leap with ecommerce

Based out of Coimbatore, India, Honcho Baby is a brand loved for its uniquely styled baby muslin swaddles and essentials made to a global standard

Challenges

- Need to find an effective online selling method for Honchobaby products
- Unsatisfactory results from social media, Instagram, and Amazon sales
- Fragmented transaction and fulfillment systems
- Difficulty managing growing inventory on previous platforms

Why Zoho Commerce

- Zoho Commerce offered the right features and pricing compared to alternatives like Shopify
- Intuitive website builder and visual editor for creating a customized ecommerce website
- User-friendly interface suitable for target customers (moms and grandmoms)

Benefits

- **Doubled customer base** and **expanded product reach across India**
- Seamless integration with Zoho products (Books, Inventory, Mail, PageSense, Zoho One) **simplified processes and improved operational efficiency**
- Growing customer engagement on the website **established Honchobaby's positioning as a one-stop babywear store**



"I found Shopify to be an expensive alternative. I checked the features on Zoho Commerce and it matched my requirements. I could create my own website. The interface was user-friendly, and this was an important factor for us since moms and grandmoms are our regular users. Our online store on Zoho Commerce was easy for them to use."

Sathish

Founder, Honcho Baby

You can also [visit Honcho Baby's website](#) and [read about its ecommerce journey](#).

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Handicrafts



Buy Authentic Tanjore Paintings



Buy Authentic Tanjore Art Plates



Buy Tanjore Painting Materials

Chola Impressions: Using ecommerce to bring Tanjore art to a global audience

Based in Thanjavur, India, Chola Impressions is India's only ISO-certified company for Tanjore paintings, and aims to support local artisans and make authentic works of art available to connoisseurs worldwide

Challenges

- Existing website lacked online selling capabilities and required multiple plugins
- Proliferation of fake Tanjore paintings in the market
- Lack of interest and awareness among the next generation

Why Zoho Commerce

- Positive prior experience with Zoho products
- Seamless integration with existing accounting software (Zoho Books)
- Dissatisfaction with other website builders and their plugin requirements

Benefits

- Smooth transactions and automatic invoicing** through the native integration with Zoho Books
- Increased website sales** over online marketplaces like Amazon and Flipkart
- Improved SEO rankings**, branding, and customer reviews
- Enhanced customer service** and communication with SalesIQ integration
- A **credible brand image** attracted even more customers



"In our early days, we sold just one or two paintings per month, and those orders also came through our contacts. But after setting up our Zoho Commerce store, we have been generating more business from our website than what we do via marketplaces like Amazon and Flipkart, thanks to improved SEO rankings and branding initiatives. Today we sell around 120 paintings per month."

R Ranjeeth

Proprietor, Chola Impressions

You can also [visit Chola Impressions's website](#) and [read about its ecommerce journey](#).

Inspired by this story of passion, grit, and success?

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PartsBaba: Unleashing potential with ecommerce

Based out of New Delhi, India, PartsBaba is a manufacturer of IT hardware components and has become a leading ecommerce player in the segment

Challenges

- Previous unsuccessful experiences with various ecommerce platforms created skepticism
- Non-tech background made it difficult for the founder to scale the business alone
- Need for automated inventory management across offline and online channels with separate pricing access for partners

Why Zoho Commerce

- Zoho enabled seamless inventory management across offline and online channels
- Versatility to cater to both B2B and B2C industry segments
- Differential pricing for products in different warehouses

Benefits

- **Achieved go-live in just 3 days**, and consistently added **300 new online users monthly**
- **Generated over 500 B2B online orders worth INR 1 million** within 3 months of moving to Zoho, and **grew revenues at 25% YoY**
- **Optimized cash flow** by receiving advance payments instead of relying on a credit model
- **Enhanced partner engagement** and **increased repeat purchases** from B2B partners



"We got more than 500 B2B online orders worth INR 1 million in the first 3 months of switching to Zoho. In the last year, we have been consistently adding around 300 new online users every month. We are now able to automate workflows, which we had never done before, bringing efficiency and productivity to our system."

Sushil Sharma

Founder, PartsBaba

You can also [visit PartsBaba's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) by its founder.

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Our Core Purpose is to deliver the best solutions, with Consultancy in Application and Process, Leading to Excellence.

Our Core Values



Relationship

Invest in and nurture relationship at all levels, including the suppliers, team, customers, associates and also with the competition.



Fair Price

Design a fair-price leading to profit for the suppliers, team, customers, company & the nation.



Trust & Transparency

Trust is our business currency. Be transparent in all the transactions both internally and externally.



Innovation & Customer Delight

Introduce innovative solutions leading to industry's effectiveness, efficiency & strive to exceed customer expectations.



High Performance Team

Build a team in an open work environment, nurture talent with continuous education, training, promote camaraderie, growth and retain the talent.

Challenges

- Inefficient manual systems and duplication of work
- SAP HANA, the ERP system that Caple was using, lacked critical modules
- Need for a comprehensive platform to manage sales, ERP, and backend processes

Why Zoho Commerce

- A complete solution recommended by Caple's implementation partners
- Cost-effective compared to continuing with SAP HANA

Benefits

- **Quick setup** with thousands of products uploaded in just 15 days
- **Streamlined business processes** and real-time operations
- **Increased traffic and leads** with user-friendly accessibility
- **B2B-specific features** like Price Lists allowed Caple to address market expectations proactively

Manufacturing

 Commerce

Caple: Streamlining B2B processes to do business better

Based out of India, Caple Industrial Solutions is a machine tool business with a wide product and service range that includes software, power tools, classical machines, and automatic and industrial machines



"I don't have to worry if the prices shown on the website are different from the price list because if we are updating our price list, it is updated on Zoho Commerce in real time. Integrating Zoho Commerce with Zoho Books has helped Caple streamline business processes and operations."

Satyan Thukral

CEO, Caple

You can also [visit Caple's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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Manufacturing

NEW COLLECTIONS!!

SHOP NOW!



JFA Furniture: Driving omnichannel success with ecommerce

Based out of Chennai, India, JFA is a third-generation legacy Indian furniture brand and South India's first omnichannel furniture store

Challenges

- Low online sales despite partnerships with marketplaces like Amazon, Pepperfry, and Urban Ladder, with high commission fees eating into profits
- Buyer hesitation due to the absence of physical inspection for higher-priced furniture products
- Complexity of maintaining an ecommerce website amidst evolving taxation laws
- Inability to meet venture capital funding threshold with current website

Why Zoho Commerce

- Dissatisfied with previous ecommerce platforms used (Magento, WooCommerce, Shopify)
- Real-time stock price updates and ease of use on Zoho Commerce
- Built-in features like online payment gateway integration and price lists

Benefits

- JFA achieved **\$200,000 in sales within 3 months**, and expects to surpass \$500,000 within the first year on Zoho Commerce
- **Successfully launched 6 showrooms with 18,000 SKUs** in just 4 months
- Significant website growth with **7,000 unique visitors per month** and **70% organic growth**
- JFA is now **planning for expansion** thanks to Zoho Commerce's seamless integrations with other Zoho products that resulted in streamlined operations





"Zoho Commerce is an excellent platform for our next phase of growth, and a world class product. Thanks to Zoho Commerce, JFA is the first brick and mortar furniture store in South India to become an omnichannel seller."

Ramkumar Rajendran

Director, JFA

You can also [visit JFA's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

Inspired by this story of passion, grit, and success?

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Custom Printed Latex & Foil Balloons



The Magic Balloons Store: Growing the party balloon business with ecommerce

Based out of India, The Magic Balloons Store has a range of over 200 products and prints over 2.5 million balloons every year

Challenges

- Negative experience with selling products on the previous B2B website and Facebook pages
- Need for a professional and streamlined approach to inventory, shipping, and finance functions
- Overcoming challenges related to SEO and product promotions
- The founder's non-tech background required an easy-to-use website

Why Zoho Commerce

- Positive prior experience with Zoho Books inspired Sanjeev to choose Zoho Commerce
- Built-in integrations with other Zoho products allowed for easy scalability within the Zoho platform
- In-house development capability without the need for expensive third-party developers

Benefits

- Seamless integration with other Zoho products facilitated **efficient management of inventory, shipping, and finance functions**, ensuring a professional and organized operation
- Built-in SEO features **improved online visibility and search rankings** for The Magic Balloons Store
- Key marketing features like coupons and abandoned cart emails **enhanced product promotion and increased conversions**



"It gives me a great deal of satisfaction that I chose Zoho Commerce over other ecommerce platforms. After we began using Zoho Commerce, we integrated the store with other Zoho products as well. We have been able to add a higher degree of professionalism in our everyday business running it on Zoho. We have seen a lot of improvement in the way we work."

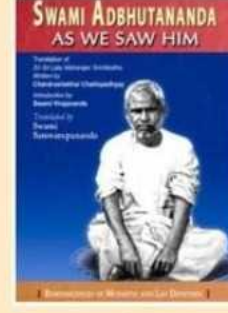
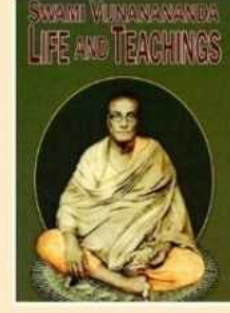
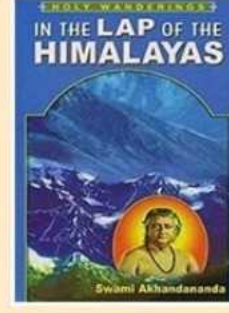
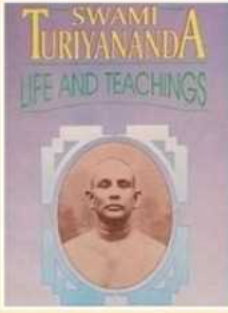
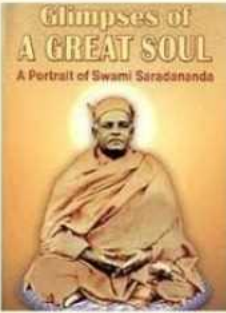
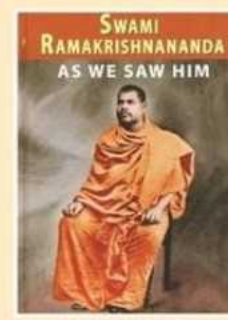
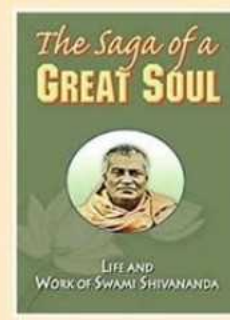
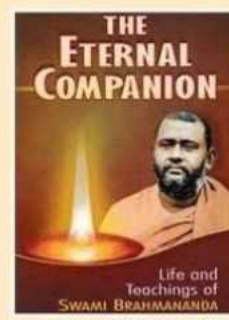
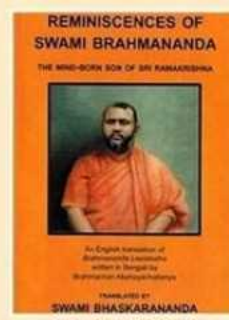
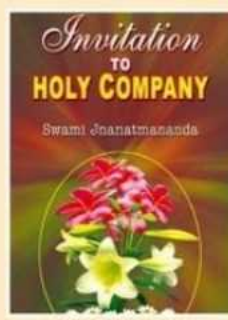
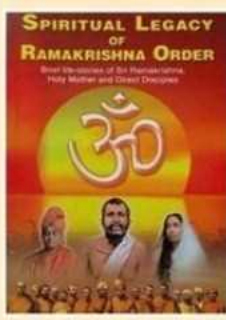
Sanjeev Bali

Founder, The Magic Balloons Store

You can also [visit The Magic Balloons Store's website](#) and [read about its ecommerce journey](#).

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Publishing



Ramakrishna Math: Making multi-modal reading possible with an efficient online store

Based out of India, Ramakrishna Math and Ramakrishna Mission are non-political, non-sectarian spiritual organizations serving humanity for over a century

Challenges

- Time-consuming IT operations and difficulty in maintaining the online bookstore
- Reduction in personnel added to the maintenance challenges

Why Zoho Commerce

- Switched to Zoho Commerce for seamless integration with productivity applications and end-to-end automation

Benefits

- **Zero IT maintenance** with powerful features and excellent customer support
- **Efficient end-to-end process automation** through integration with customer service and engagement software
- **Increased online sales** by leveraging the support for local, small businesses



"People are increasingly supportive of local businesses today. So even when they buy online, they want to buy from the online store of a local business. The interest shown by people in our ecommerce store is proof of that. Today, our maintenance efforts are nil, and the support has been great from the Zoho team."

Web Admin

Ramakrishna Math

You can also [visit Ramakrishna Math's website](#) and [read about its ecommerce journey](#).

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UAE



ELEVATE YOUR DIAPER BAG WITH OUR LATEST:

PEEK-A-BOO COLLECTION

SHOP NOW →



Fashion &
Apparel

 Commerce

TWELVElittle: Fashion brand builds a successful hybrid retail business in the Middle East with ecommerce

Based out of Dubai, UAE, TWELVElittle ME is an affordable luxury brand that makes baby bags and accessories for the modern woman. The ME office oversees distribution, sales, and marketing for the Middle East region

Challenges

- Need for a functional ecommerce store that integrates with backend software and has a mobile-friendly version
- Desire to minimize time spent on IT setup and maintenance
- Educating prospective customers on the right type of bag for their needs

Why Zoho Commerce

- Successful prior use of Zoho products instilled a sense of confidence in the brand
- Seamless integration with other Zoho products
- Easy setup and user-friendly interface
- Extensive customization options as required

Benefits

- **15% increase in year-on-year revenue** with **20% turnover coming from the ecommerce store**
- **Quick setup** and start of online sales in under two weeks
- **100% margin retention** made possible by selling directly to customers
- **Streamlined operations** with native integrations
- **Harnessing Zoho's MIS and invoicing capabilities** without additional resources or training



"Zoho Commerce made it easy for SMEs like us. We were able to set up our online store on Zoho Commerce and start selling in under two weeks. There was no IT team required to set up the store. Also, Zoho Commerce had a seamless integration with Zoho Books and Inventory. The features were rich, and, at the same time, it was easy to customize with the source code if required."

Anshu Tewari

TWELVElittle ME

You can also [visit TWELVElittle ME's website](#) and [read about its ecommerce journey](#).

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Petcare



Pets Oasis: Augmenting the world of pet care with ecommerce

Based out of the UAE, Pets Oasis is a luxury pet resort that comes with its own veterinary clinic, a pet shop, and a pet grooming center

Challenges

- Expanding services beyond the physical store
- Hosting a wide range of product categories online
- Minimizing unnecessary spending and lack of in-house IT team

Why Zoho Commerce

- Easy-to-use and extensively customizable platform
- Key challenges such as product categorization were easily handled
- Customer-friendly and visually appealing ecommerce platform
- Value-based option for the young company

Benefits

- Personalized ecommerce website with industry-specific templates enabled Pets Oasis to quickly **reach customers and expand its reach beyond its physical store**
- The Zoho Commerce platform was **easy to use**, without requiring technical know-how or training
- **Responsive support team** instilled confidence in tackling new changes and challenges



"With Zoho Commerce, we could now bring our stores into people's offices and living rooms."

Dr. Elizabeth Thomas

Owner, Pets Oasis

You can also [visit Pets Oasis's website](#), [read about its ecommerce journey](#), or [watch an insightful YouTube video](#) with its founder.

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Badges & Ratings



Rated ★★★★★ on Capterra and G2

THANK YOU

Questions? Please drop us a note at
marketing@zohocommerce.com

