

<b>Publication</b>	The Hindu Business Line
<b>Edition</b>	Ahmedabad
<b>Date</b>	22.07.14
<b>Page</b>	21

# BuildaBazaar launches app store for merchants

**OUR BUREAU**

Ahmedabad, July 21

Online retail technology enabler platform BuildaBazaar on Monday announced the launch of its third party application store, offering a one stop solution to merchants to select from various classified application categories.

These categories include feedback, payment gateway solution, surveys, launch and campaign, analytics, reports, customer engagement and selling. These applications will facilitate BuildaBazaar merchants to use new features and tools to increase demand for their products and improve customer experience on their online store, the Ahmedabad-based e-commerce firm said in a statement.

With a user-friendly interface and a packed feature set, the application will enable merchants to register by following simple sign up steps as explained for each application.

BuildaBazaar, India's largest e-

commerce platform, enables SME's and MSME's to start their online store at a nominal cost.

The third party application store offers various applications for the ecommerce stores at competitive rates and allows merchants to focus on their business growth instead of on technology investment.

Manu Midha, Vice President, Infibeam.com, said the company plans to grow this vertical further by focusing on helping application developers' work on the platform and assisting merchants integrate these.

BuildaBazaar is a SaaS-based Do-it-yourself e-commerce platform for retailers in India and abroad, powered by Infibeam.com, a leading online retailer.

Started in 2011, BuildaBazaar currently powers more than 25,000 online retail stores. It has presence in India, UAE, Qatar, Saudi Arabia and Africa. Some of the clients include Airtel, Crossword, VIP Bags and Prestige.