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Pulp Strategy powers Yebhi.com with NFC

By A Correspondent



yebhi.com launching virtual stores L-R: Mr.Nikhil Rungta Chief Business Officer, Yebhi.com, Mr.Manmohan Agarwal, Co-Founder & CEO, Yebhi.com

Pulp Strategy Communications has launched Near Field Communication- based engagement solutions, allowing brands to engage with consumers in an interesting and meaningful way on a real-time basis. NFC is wireless technology for smartphones and similar devices to share information via touch. With smartphone penetration at 10% in India, the stage is set for creating unique experiences and enhanced engagement campaigns for consumers.

Pulp Strategy recently powered the first NFC initiative with 30 virtual stores in Delhi and Bangalore for Yebhi.com. The virtual stores were strategically placed in premium cafes and saw a lot of interest from consumers. The virtual stores allowed consumers to shop for a product of their choice with a single tap of their smart phones. It takes seconds to get the product of your choice and in all sizes and colours. Commenting on the occasion.

Nikhil Rungta, Chief Business Officer, Yebhi.com said, "30 Virtual Stores is first-in-class initiative in the eCommerce category from Yebhi.com. We have used the latest NFC technology to enhance user experience, as it is quick, easy and very interactive. We feel this is our first step towards training and exciting users towards mCommerce. We feel this kind of initiative can be a true game changer in retailing as it is a hybrid of both online and offline."



Ambika Sharma

Commenting on the new offering Ambika Sharma, MD & CEO Pulp Strategy said, "Every marketer's dream is a consumer who looks for value but appreciates innovation. A marketer's nightmare is the consumer easily bored, wants everything on the go, and has seen it all before. Our NFC solutions for retail and brand activation help enhance the consumer experience, spice up and prolong the engagement with the consumer."

In the realm of new technologies, Near Field Communication (NFC) has clear potential and practical uses. This short-range wireless connectivity technology makes it possible to browse, choose, review, download, connect with brands on social media and even buy with a single tap.

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