

TIMES NEIGHBOURHOOD *of* T NAGAR

ADVERTORIAL AND
PROMOTIONAL FEATURE

(CIRCULATED IN SELECT AREAS OF T NAGAR, WEST MAMBALAM, KK NAGAR, ASHOK NAGAR AND MGR NAGAR)



PICS: G SEKAR

WHAT'S IN YOUR CART?

Yes, there are many websites out there that sell products online. But shycart.com stands apart from the rest by offering products that some men and women might otherwise hesitate to buy from regular shops...



> **Fathima
Khaja**
T NAGAR

Twenty-eight-year-old Vivek Raja and Arul Oli, B.Tech graduates, established a personal shopping website, and called it Shycart. The site aims to help customers who feel shy to purchase products that are essential and inti-

mate. "We basically deal with products that people might feel uncomfortable or shy to buy, from regular stores. Our website provides both women and men with unique products for healthy living," says Vivek, CEO.

"The idea to venture into this genre of online shopping came to our minds when a few of our married friends found it difficult to buy prod-

ucts such as pregnancy kits from stores. These people usually look out for a time when the stores are not crowded, and then go on to purchase whatever they want to buy." After some thorough market research and study, the duo decided to come up with a solution to this problem which many people face. "In other countries, purchases like these are not a big deal.

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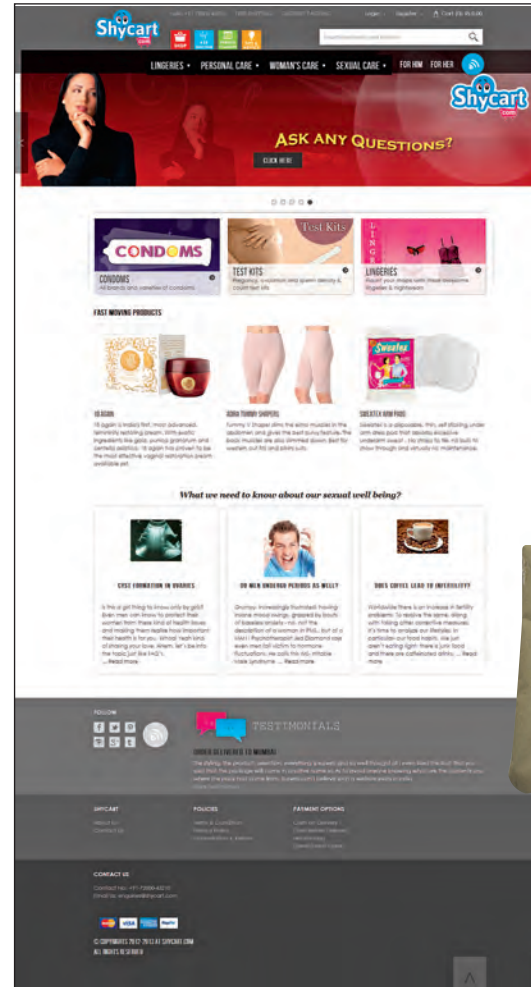
WHAT'S IN YOUR CART?



Unfortunately, our society is a bit conservative and people are usually reluctant about purchasing products that are personal, and most often they shy away from such products," says Arul.

Shycart offers a variety of products like condoms of all the types and flavours, sanitary pads, tampons, sweat arm pads, and unique women's products from brands from all over the world such as Adira, Enamor, Quittance and more. They also have mother care products and high end lingerie – something which is not available at regular

stores. In addition, the site also offers some products that are not easily available, such as disposable inner wear, cloth pads, and gym supporters. "The USP of the site is that there will be enough information about each product that the customer would want to know. There is also an option for customers to compare one product/brand with another, and this helps them decide their purchases. They can also ask for more information, and they will be attended to," says Vivek. Shycart also offers options for different modes of payment, as cash on



delivery (COD) and payment before delivery. For purchases above ₹300, free shipping is provided, else a nominal fee of ₹30 is charged.

Shycart comprises of just five members running the show. They have, in addition, managed to make the entire experience of shopping through the website highly confidential. "We ensure that even the delivery guy doesn't know about the products inside. There will be no mention of the customer's name on the invoice, and neither will it be printed on the packaging. Even our company's name will not be displayed on the package. Only the customer's address will be printed, and the customer will be intimated via SMS and email about the delivery of their product," explains Vivek.

Besides this, Shycart also lets customers make use of their anonymous Q&A section for



them to obtain personal medical advice from doctors, apart from men-

strual calculators and reminders, a baby calculator, and a blog to educate them about breast cancer awareness, excessive in-take of coffee, its effect on fertility, and more. "As a part of our future plans, we are going to tie-up with women hostels in Chennai, apart from involving in some corporate marketing."