



# GH IMPACT

eRetail Excellence Case Studies



## LIBERTY

FASHION IS COMFORT

Liberty Shoes is India's leading footwear brand with over 6 decades of presence in the industry. Started in 1954, Liberty is the quintessential brand that has become synonymous to footwear in the country. Ironically, this was the biggest bottleneck in their D2C efforts where consumers identified them as a purely offline brand. GreenHonchos came in as a growth enabler in 2014 and since then has been successful in turning around their online presence that today rivals the pure-play online brands! Right from boosting their website traffic to powering their platform to serve thousands of orders a day, GreenHonchos has played an instrumental role in scaling the brand online.

### BUSINESS IMPACT

**10,000+**

Active SKUs.

**120 K+**

Orders per annum.

**8.6 MN+**

Annual visitors.

## CHALLENGES

- No single repository existed for catalog visibility & coverage.
- The brand was finding it difficult to break out of its image of being a traditional offline player.
- The eCommerce platform being used by the brand was failing in managing multiple stakeholders at once.
- The brand found it difficult to transition to an eCommerce approach from that of physical retail.
- Seamlessly leverage its existing infrastructure of offline for online growth and becoming an omnichannel brand.

## GH APPROACH

- A comprehensive catalog backend was created to manage high volumes of listings.
- Focussed targeting and remarketing was done taking inputs from the offline sale behavior.
- A complete overhaul was done on the platform making it performant and robust for scale.
- CSAT thresholds were defined ensuring same levels of CX across channels.
- Current OMS was upscaled bringing in the entire fleet of stores in a seamless sync with the online operations.

**170 MN+**

Annual revenue.

**4X**

Growth in 3 years.

**40%**

Reduction in returns.



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## FOREVER NEW

Forever New is a fashion clothing and accessories brand founded in Melbourne, Australia. It is one of the fastest-growing fashion brands which emerged in late 2006 as a startup retailer and now trades over 250 stores across seven countries.

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### BUSINESS IMPACT

**110%**

Increase in overall sales from their website.

**88X**

Increase in overall orders/purchases in a quarter.

**145%**

Increase in revenue from new customers.

## CHALLENGES

- Inefficient tech-stack with sub-optimal performance.
- Lack of integrated eCommerce growth approach.
- Stagnant revenue growth from online channels.
- Slow-paced organic growth of the brand online.
- Enabling scalable omnichannel growth of the brand.

## GH APPROACH

- Built the end-to-end D2C strategy by integrating technology and digital solutioning for scale.
- Created a 360-degree impact in the online retail space.
- Positioned the brand as a go-to brand in the premium women's western wear segment among digital shoppers.
- Enabled the content-to-commerce journey for the brand to drive repeat purchases online.
- Integrated a robust online branding strategy for an organic, sustainable and profitable growth of the brand online.

**170%**

Increase in revenue share from repeat buyers.

**45%**

Increase in eCommerce conversion rate.

**25%**

Increase in returning customers.

**160%**

Increase in organic revenue.



Born in 2001, W started its journey with an aim to provide fashion in a modern retail environment to the Indian woman. Pioneers in introducing the concept of 'Mix n Match' in retail, W designers take inspiration from the latest fashion trends & forecasts from the west and transform them into silhouettes and styles acceptable to the modern Indian woman. With more than 300 stores across the globe, W is on a mission to become the most preferred fashion brand for the modern Indian woman.

## BUSINESS IMPACT

**400%**

Improvement in conversion.

**50%**

Reduction in bounce rate.

**5x**

Improvement in customer satisfaction rating.

## CHALLENGES

- The existing eCommerce platform was causing constant performance issues & failed to manage multiple stakeholders.
- The website was constrained in managing visits beyond a certain level, resulting in lower ROAS.
- The platform was not optimized for Core Web Vitals such as FCP, FID, etc. and was impacting the customer experience.
- The front-end & back-end were being handled by a single monolithic app, impacting the performance of each other.
- The brand website was not optimized for mobile, while a major part of the traffic was mobile bound.

## GH APPROACH

- The tech spectrum was empowered with the required tools to ensure error-free performance.
- The platform was overhauled for robustness and made performant for scale.
- The online engine was integrated with the marketing channels and server capacities built for inbound acquisitions.
- Platform was rebuilt using a headless architecture which allowed the frontend to operate independently of the backend.
- The front-end website was developed as an InBrowser Application that leveraged the concepts of PWA and Serverless.

**20x**

Increase in  
revenue.

**60%**

Reductions in  
the hosting costs.

**75%**

Reduction in  
TTFB.

**40%**

Reduction in  
returns.



## *Siyaram's*

Siyarams, one of India's legacy brands in men's apparel with an impressive portfolio of brands like Oxemberg, J.Hampstead, Mozzo, Tessio and Inspiro. The brand has built its name for manufacturing the finest quality yarns and established an annual production of over 80 million meters of fabrics annually.

### BUSINESS IMPACT

**100X**

Increment in order volumes within a year.

**100%**

Centralised view of sales & inventory across channels.

## CHALLENGES

- Brands' differentiated social media handle from the existing company profile.
- Manage operational & cost efficiency to scale online.
- Managing & setting up a WMS to supervise the bulk orders from multiple sales channels.
- Creating the brand's online customer base.
- Drive repeat purchases to the online store.

## GH APPROACH

- Created an efficient eCommerce-friendly website on a customized platform to scale enterprise business.
- Helped Siyarams gain relevant traction, streamline the orders and fulfilment, and scale the business online.
- Provided optimized backend process to minimize the leakage and increase brand's net profit.
- Utilized the one umbrella approach to bring all brands under one roof.
- Pre-integrated WMS solution with 3PL and logistics partners, with tracking and intelligence for a delighted customer experience.

**50X**

Increment in GMV value.

**36%**

Returning customer rate.



Estd. 2019, Snitch is a homegrown men's fast-fashion label, having humble roots in the textile industry in Bengaluru. With close to zero slow moving inventory and new designs every single day, pushing OSM became a challenge for optimised profitability.

## BUSINESS IMPACT

**750,000**

Orders annually.

**900 MN+**

Annual revenue.

**20X**

Growth in less than 1 year.

## CHALLENGES

- Drop in demand for fashion, apparel and accessories due to the pandemic.
- Achieving exponential growth at the onset of the D2C boom.
- Mitigating the weak parts of the back-end & leakages.
- Making the inventory sync real-time.

## GH APPROACH

- Creating demand & appealing to fashion-first, brand enthusiast.
- Diverse platform activation and 360-degree marketing strategies were put into place to attain 20X brand growth.
- Tightening the back-end process to minimise the leakage and increase the net profit for the brand.
- Strategizing inventory exposure and optimising sell-through of existing inventory base, taking active steps towards making inventory availability real-time.

**50%**

Returning  
customer base.

**8X**

ROAS.

**10,000+**

Active SKUs.



Rooted in the pristine art of Pashmina, Ahujasons have been at the helm of hand-crafting the finest shawls, stoles and scarves for over three decades. It is this essence of regal luxury that Ahujasons seeks to preserve and evoke through the Pashmina and its myriad explorations.

## BUSINESS IMPACT

**100%**

Increase in website revenue in the first month.

**6x**

Increase in overall website traffic.

**10x**

Increase in returning customers.

## CHALLENGES

- Lack of online penetration.
- Inefficient tech-stack for scale.
- High digital customer acquisition cost.
- Stagnant revenue growth from online channels.
- Establishing cross-border digital commerce.

## GH APPROACH

- Crafted the end-to-end D2C strategy for website's top performance marketing.
- Migrated the website to an agile tech-stack, offering seamless user experience for scaling the brand globally.
- Provided category insights and recommendations to increase the potential universe size.
- Targeted market approach to optimise the cost of acquisition of new customers.

**4x**

Increase in revenue from repeat customers.

**200%**

Increase in overall eCommerce conversion rate.



# KETCH

Ketch, India's premier tech enabled fashion company which listens carefully to the customers' needs and creates products which resonate with what the audience needs. Being a house of brands, their much loved portfolio includes brands like Highlander, Tokyo Talkies, Ketch, Vishudh, & Locomotive.

## BUSINESS IMPACT

**3000+**

Orders per day.

**70 MN+**

Average MRR.

**<2 Sec**

Fully loaded time.

## CHALLENGES

- Creating a strong online presence for a startup house of brands.
- Countering the strong recall of the sub-brands which were doing well on marketplaces.
- Diversifying revenue channels for optimisation of ROI.
- Lack of analytics to take effective and proactive measures for pre-emptive solutioning.
- Increasing share-of-voice via community building and online branding.

## GH APPROACH

- A 360-degree strategy was created, keeping in mind distinct positioning of the sub-brands to ensure relatability and retention.
- Introduction of channels like mobile application for both iOS and Android to gainfully engaging loyal customers to increase their CLTV.
- Deploying channels like Snapchat to increase share-of-voice and brand affinity by reaching out to relevant cohort.
- Creating a community of 70,000+ loyalists for increment in share-of-voice.
- Stability assurance by creating store-front on enterprise grade platform, KartmaX.

**<6%**

Return to origin.

**20%+**

Revenue contribution  
via mobile app.



## HOUSE OF STORI

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Stori's story began in 1998 with their formal wear category and in only seven years, they were making their presence felt, with a network of approx. 1000+ retail stores across the country. By 2019, House of Stori had INR 1000 MN+ in turnover with a retail network of over 5000+ retailers and multiple brands under its belt.

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### BUSINESS IMPACT

**15,000+**

Live SKUs.

**120 MN+**

Revenue monthly.

**350%**

Increase In Social  
Media followers Y-O-Y.

## CHALLENGES

- Implementing initiatives with multiple content bucket incorporation to capture audiences at all stages of the buyer's journey.
- There was a lack of brand recall as a large part of revenue generation came from the vast offline retail network.
- As a strictly no discount brand, it was hard to appease the consumers using discounts & leveraging sale days.

## GH APPROACH

- Implementing strategies that ensured high-quality traffic increasing on top of the funnel metrics, ensuring that the audience converts, even at a lack of discounted offering.
- Ensuring that relevant content buckets resonate with the TG and increasing brand penetration into their psyches to make House of Stori a known name outside of the offline retail.
- Implementing initiatives with multiple content bucket incorporation to capture audiences at all stages of the buyer's journey.

**5X**

Growth In 6 months.

**<2%**

Conversion rate from  
Social Media traffic.



**VARANGA**

Varanga has given a new dimension to Indian ethnic wear by making Kurtis, the new cool among young Indian shoppers. The brand is a beautiful reflection of the love for Indian artistry on fabrics, be it in the form of painting or weaving which has held up the legacy of years & pride of India intact. Today, Varanga holds a prime position in the women's ethnic wear category with an established online presence on all major marketplaces and its own D2C website.

## **BUSINESS IMPACT**

**100%**

Increase in revenue  
in the initial three  
months.

**6x**

Increase in new  
customers.

**200%**

Increase in  
returning  
customers.

## CHALLENGES

- Establishing Varanga as a D2C first brand and increasing the sales from its own portal.
- Be recognized as the go-to ethnic wear brand among digital shoppers.
- Increasing brand recall & awareness in the online ecosystem.
- Reducing the CAC through organic growth of the brand.

## GH APPROACH

- Created a robust eCommerce flow to provide a seamless customer experience on its webstore.
- Provided insightful category recommendations for optimising conversion.
- Established a unique brand identity to increase the recall as the go-to ethnic wear brand catering to ethnic wear shoppers.
- Crafted a personalised content-to-commerce journey for the brand to achieve organic and profitable growth online.
- Optimised ad targeting strategy for improving the quality of traffic and ROAS on its digital store.

**4x**

Increase in overall website traffic.

**10x**

Increase in order volume in a span of three months.



**ANUPAM BANSAL**  
Director – Liberty Shoes  
**LIBERTY**

Given the great presence of Liberty across offline markets and online marketplaces, it was also important for us to have a growth focused approach for our exclusive online store as well. GreenHonchos committed to a business strategy that began with technology improvements including existing site revamp/upgrade and other efficiencies they believed would improve conversions and customer experience significantly. Post that, the ongoing managed services in the digital space have resulted in 3x business growth in this channel instantly. We're looking to now set new benchmarks of growth and hope that GreenHonchos continues to come up with similar innovative & pro-active support consistently.



**GAURAV DUBLISH**  
Director – WildCraft  
**WILDCRAFT**

The team at GreenHonchos has an in-depth understanding of digital marketing and online user experience. When we were looking for scaling up our eCommerce line of business, their domain expertise came very handy and allowed us to implement innovative marketing and technology solutions on the web. Our digital marketing team specifically found value in their solutions-based approach.



**KAVITA MALLICK**  
Brand Head - Miniklub  
**MINIKLUB**

Initially we were a bit circumspect about the brand understanding in such a niche category. We are glad to see that build steadily over time, with creative concepts coming our way and impacting our digital footprint as a business online.



**SAURABH BANSAL**  
Head Omni & eCommerce - TCNS  
**TCNS**  
CLOTHING CO. LTD

What has set the partnership with GreenHonchos apart is their engagement at both levels: strategic and operational. GreenHonchos team has continued to dramatically innovate on the product offering to keep us ahead of the curve, without losing sight of the immediate improvements required to deliver on business-as-usual.



**INDER DEV MUSAFIR**  
Director – M&B Footwear  
**ID**  
BEING CULT

Their insights on industry trends & feedback on best practices have helped us make better informed business decisions in the online space. As we look to engage deeper with our customer via the digital channel, I look forward to their skills and ideas to take us to the next level.

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### SANJEEV RAO

CEO - Being Human Clothing



The ease of getting the entire stack together to perform at scale through a single window was a significant concern. One single window from where they can operate efficiently and easily. The collaboration with GreenHonchos has led to 200% growth for our brand in 2022, Going forward, we aim to continue the same exponential momentum in 2023 by growing 2X further in terms of online phygital piece.

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### TANUJA SINHA ROY

Founder - Swtantra



Our endeavour to make Indian ethnic wear more convenient & chic has resonated with our customers pan India & with the help of GreenHonchos, we are striving to reach our target market optimally through the digital route.

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### HARSHIT BHAIYA

Director - House of Stori

HOUSE OF STORI

GreenHonchos has been a vital partner in kickstarting House of Stori's D2C journey. A multifaceted team that has a great understanding of the digital space, they take a holistic approach in scaling the business. They let us focus on what we do best – Men's Wear, while handling what they are best at – Technology.

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### SIDDHARTH DUNGARWAL

Founder – Snitch



It was a brief call of 15 mins with Navin and I was convinced that GreenHonchos would be the right partner for us. It's been an incredible 10 months now and a huge shout-out to the team. They have been simply the best and ensured consistent growth. Looking forward to a long-lasting relationship.

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### ROSHAN BAID

Managing Director – Alcis Sports



The team at GreenHonchos has an in-depth understanding of eCommerce. They step up to take aggressive targets and formulate action plans to achieve them. As a dependable channel partner, we look forward to major growth with our processes in place.

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**SHYAM S PRASAD**  
CEO - Brand Studio  
Lifestyle



Having been one of the pioneers of technology and data led fashion companies, we have witnessed consumers evolve over time. While we have strived to deliver trends to larger India, we felt it was the right time to serve our consumers with direct touch points. For this we needed a partner that understood the nuances of eCommerce for crucial business drivers. GreenHonchos has provided a robust eCommerce platform KartmaX & a sharp focus on agile marketing solutions. Looking forward to raise the bar with this partnership with more innovations and customer value proposition.



**YOUHAN NORIA**  
CBO - Estele



Estele has a brand legacy of providing quality at an ethical pricing structure since 1989 that was primarily in the offline space and GreenHonchos has been instrumental in enabling our D2C journey that happened post the Covid lockdown resulting in multifold growth in a sustainable manner leading to our omnichannel strategy of expanding our global and local presence.



**KULDEEP SINGH**  
Founder - Sanfrissco



The journey was not easy to convince Indian customers without showing the product. Starting with a sale of 2/3 pairs a day, scaling to 4000/ day was not as easy as it sounds. An integrated approach of ERPs, social media, PR companies, GreenHonchos, etc. made it so easy for us. Thanks to all of you, team San Frissco & above all our loyal returning customers who trusted us in this journey.



**ABHINAV MAHAJAN**  
Director - Maspar



What stands apart is the skill and professionalism of the team. There is clear communication along with a commitment to deliverables, driven from the top. I see the GreenHonchos partnership progressing from strength to strength in times to come.

# TRUSTED BY

**LIBERTY**  
FASHION IS COMFORT



FOREVER NEW



Pepe Jeans  
LONDON

**KAZO**

**D'ECOR**  
Live beautiful

Ray-Ban

MOHANLAL SONS  
SINCE 1881

**SNITCH**

aurelia

Bath  
& Body  
Works

spykar



Reliance Brands Limited

**Inorbit**  
Come Live on Inorbit Experiences

Estele



Siyaram's

**BREAKBOUNCE**

**Sabhyata**

HIDESIGN

**UNDERTEANS**  
IT'S IN OUR GENES!



maspar  
designs for living

ROYALOAK

Hamleys

PROLINE

**WATCHOUT**  
WEARABLES



**MOCHI**  
SHOES & ACCESSORIES

**WILLIAM PENN**

**G.O.A.T**  
BRAND LABS

**DLF BRANDS**

**FILA**

**NEERU'S**



HOUSE OF STORI

**METRO**

**RARE RABBIT**

Being human

VICTORIA'S  
SECRET

**ahujasons**  
LONDON

**KETCH**

**zink**  
london

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**KOMPANERO**

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