

PRESS RELEASE

Monthly Basket is an innovative idea, developed through passion. India is the biggest place for FMCG companies as Indian Population count is next to china. In India 65% of population belongs to Middle Class and each family size is about 3 5 persons. Each family spends around 3000 to 5000 per month on groceries, apart from that they also loose valuable time and have to travel distance to get the groceries. Keeping all the above points in mind we have developed the concept of Monthly Basket here we supply all the groceries required by a family of 4 - 5 people from morning to night that are sufficient for a month in a single package. As we provide all items that are required by a family from morning to evening we have kept a tagline to our Monthly basket as “Good Morning to Goodnight”. Our Monthly basket consists of 54 items and we priced the package at a medium price of INR 3500/- to INR 4000/-. The monthly basket would be put on sale on company's e-commerce website www.monthlybasket.co.in. We expect to generate good revenue from this venture.



www.monthlybasket.co.in