





-  **50,000+**
Active SKUs
-  **1200%**
Return on ad spend
-  **<2 Sec**
Page load time
-  **<6% RTO**
With risk detection AI

KETCH - one of India's most promising fashion destinations from the Brand Studio Lifestyle - home to Highlander, Ecko Unltd, Locomotive, Tokyo Talkies, Vishudh and more.

KETCH is built on KartMax - an enterprise grade platform designed to scale your e-commerce to the next level. KartMax is developed by GreenHonchos, one of India's largest 360° eCommerce enablers, advising across Technology, Marketing & D2C growth!

Serverless	JAM Stack	Service-Oriented Architecture
Progressive Web App	Artificial Intelligence	Microservices

- ▶ Targeted product ads for different customer personas
- ▶ An intuitive checkout & improved post-transaction experience
- ▶ Right product-consumer fit on-site, powered by AI
- ▶ Modern-age tech for consistent experience at internet-scale of traffic

“ 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 e-commerce 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.”









Shyam S Prasad
(CEO - Brand Studio Lifestyle)

“ It is a matter of pride and sincere validation when industry leaders such as Brand Studio put their faith and support in our capabilities. With such a successful brand portfolio and an unmatched understanding of the Indian retail consumers, their insights allowed us to experience and simplify real customer journeys. With superior tech, we have been able to get off the blocks delivering digital ROIs that are typically unheard of in the segment. We're excited to grow this partnership & hit new levels quarter on quarter with innovative offerings to keep reaching higher.”



Navin Joshua
(Founder/Director - GreenHonchos)

	BURBERRY	
SATYA PAUL		
		STEVE MADDEN