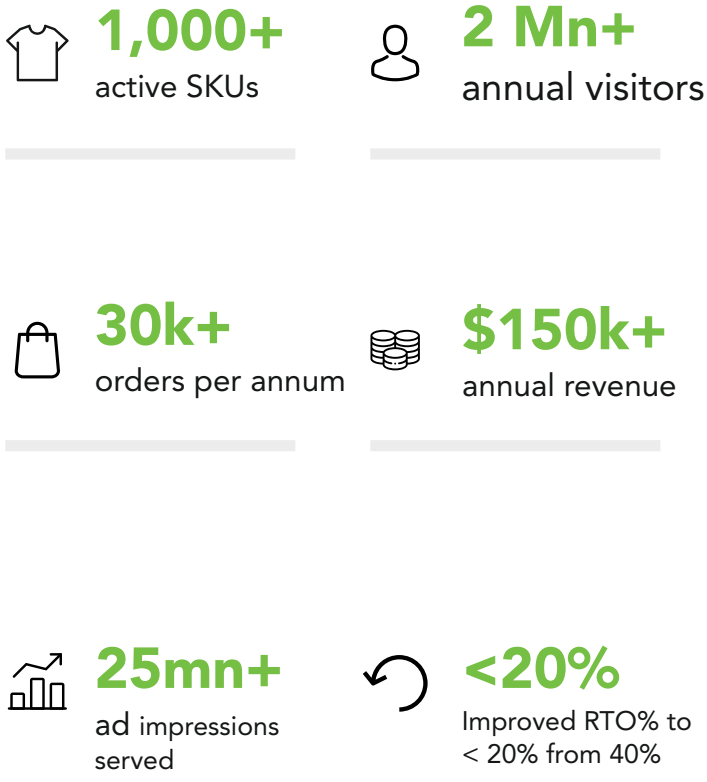




MARCA *Disati*[®]

Marca Disati was established in September 2016 and is headquartered in Bangalore, India. With constant experimentation in fabric, designs and techniques the brand creates unique experiences through their products every season. It aims to be the leading fashion brand by offering distinct designs with a brand promise and exceptional shopping experience.

GreenHonchos came onboard in 2020 to boost the brand's D2C proposition and consulted the brand on multiple areas. GreenHonchos consulted them on matters such as improving their ecommerce platform, building a robust omnichannel strategy, marketplace launch as well as designing and launching a new product line in record time! And this partnership is going from strength to strength every day.



New Age Tech Platform

The brand was operating on legacy platforms which with their monolithic architecture were facing challenges in scaling up

GreenHonchos revamped the entire platform with its headless-commerce solution architecture and made the brand ready for a digital leap



Omnichannel Design

Being an offline-first brand, COVID caught the brand by surprise

GreenHonchos delivered a robust omnichannel solution integrating the offline inventory to the e-commerce store and ensure maximum leverage



Flipkart Launch

The marketplace was not allowing the brand to fulfill COD orders through its omnichannel enabled warehouses

GreenHonchos worked closely with the tech team of Flipkart and made the brand operate via two separate accounts from the same GST

MARCA *Bold*

The Sprint Story

- DAY 1**
 - Market Study**
 - ▶ Plus size apparel market expected to grow to \$5 Bn+ by next year
 - ▶ Not many labels and fashion choices to consumers
 - Merchandize Planning**
 - ▶ Designs, Options, Size Ratios
 - Cataloging, Branding & Marketing**
 - ▶ Catalog upload on marcadesati.com
 - ▶ Content creation and posting on Social Media
 - ▶ Ad plan Execution on Fb and Google



DAY 32 LAUNCH

Testimonial

“ There are great synergies between Marca and the GreenHonchos. They delivered an amazing job on Marca Bold with a superb team - a big Shout Out to them all! Their backend support was simply the best and ensured we made our timelines. Looking forward to a long lasting relationship and building great learning to get the best out of each other.

AMIT CHAND
Founder & CEO - Marca Disati

