



How Nirog Street Increased their Sales & Customer Acquisition Through Kairali Ayurvedic Products

Results

27% Growth in Sales

31% Increase in Customer Acquisition when they listed Kairali Ayurvedic Products

Vertical: Online Distributor **Goal:** Sales & Customer Acquisition

About Nirog Street

NirogStreet is a unique concept in the Ayurveda healthcare ecosystem. It was founded in June 2016. We are an impact organization striving to make Ayurveda the first call of treatment for people. Our technology-driven platform provides access to authentic Ayurveda doctors on a global scale. As the world is quickly moving from reactive to proactive healthcare, the demand for holistic healing methods such as Ayurveda is at an all-time high. Our Community-first approach leverages the wide network of practitioners to promote health and wellness in the society.

Overview

Nirogstreet wanted to add credible brands to their portfolio to acquire more Ayurvedic Doctors and provide them with quality brands. They were looking for brands that have expertise in Ayurveda Practices and manufacture Ayurvedic products. They approached us at an event and showed interest in collaborating with us.

Solution

With the complete support of Kairali, Nirog Street succeeded in acquiring Ayurvedic Doctors and Increase their sales. This was possible with various Sales and Marketing Strategies by Kairali

- Special Offers & Launch Offers for Ayurvedic Doctors
- Homepage Banners at the website of Kairali & Nirogstreet
- Specialized Brand Store at the Nirog Street Website
- Communication to the Social Media Channels of Kairali & Nirog Street
- Communication to the Ayurvedic Doctors of Kairali
- Kairali supplied products to them within 24hrs of placing the order
- Kairali provided product training to their customer support for promoting Prop. Medicines.
- Easy Returns of Products
- 100% Availability of Products

Since the time we listed Kairali Ayurvedic Products, we have seen tremendous growth in our business & customer acquisition. We intend to strengthen the relationship with Kairali and look forward promote their products to our Ayurvedic Doctors, We received feedback from our Doctors that the products are effective and of premium quality, the demands of Kairali Ayurvedic Products have increased to 7x in our website.

Ram N Kumar | Founder | Nirog Street