



## **Indus Net Technologies Architects Poompuhar's E-commerce Website**

The Tamil Nadu Handicrafts Development Corporation Limited (popular as Poompuhar) successfully starts its e-commerce journey

**Kolkata, India, December 23, 2014** – [Indus Net Technologies](#), a reputed website development company in India, was associated with [Poompuhar](#) (the Tamil Nadu Handicrafts Development Corporation Limited) in their journey to the e-commerce domain. The company recently took a step forward towards contributing to Digital India by developing a fully featured e-commerce website for Poompuhar. Owing to the rising global craze for e-shopping and the massive business advantages of e-commerce, the corporation thought it necessary to have an e-commerce site for marketing the handicraft products created by the artisans of Tamil Nadu and Indian art & sculptures to both Indian and overseas customers; and Indus Net Technologies, with its 17+ years of experience in web development, digital marketing and enterprise mobility, was assigned the task of developing the e-commerce website of Poompuhar.

Indus Net was assigned this prestigious project, considering the rich industry experience of the company in customization, design, development and revamping of different types of websites. Moreover, their prior experience of developing e-Governance website and applications for the Government of India worked as an assurance for the corporation to trust more on the company; and as relied, team Indus Net Technologies came up with an attractive and feature-rich e-commerce website for the corporation.

Apart from making the website of Poompuhar eye-catching enough to attract a considerable number of online customers, Indus Net has attributed the website of Poompuhar with all the key features like product catalog with product image and price, product search, shopping bag, easy registration, zoomed product view on mouse hovering etc. that an e-commerce site should ideally have. The order management system incorporated within the website even makes order tracking easier. Besides these, a fully functional payment gateway along with the option to view product price in both Indian and US currency allows the corporation to serve foreign customers better. Indus Net Technologies has even featured this new website of Poompuhar with assistive technology and website visitor counter so as to make it user-friendly for differently-abled people & analyze how many visitors are actually converting to sales respectively. In fact, the website visitor counter would help the

corporation plan their sales accordingly so that they can fulfill their aim of reaching INR. 100 crore in sales within the next 4 years.

While sharing this moment of pride, Mr. Abhishek Rungta, the CEO and Founder of Indus Net Technologies said, "It was an immense pleasure for team Indus Net to be associated with



Poompuhar in its journey to the e-commerce sector. We hope the site developed by us help the corporation reach their business goal successfully.”

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