

Sip Direct arrives in Kolkata for liquor delivery.

West Bengal recently approved Sip Direct to start delivering alcohol in the State



kolkata, West bengal Jun 20, 2023 (Issuewire.com) - The Company, Ontap Direct Private Limited, is operating their B2C operations under the brand name "Sip Direct" or simply "Sip". Registered under the Startup India Program, it is a young company, attempting to carve a niche in the beverage sector. The team comes with high ambition and includes seasoned professionals from ecommerce, technology, and beverage sectors, including alumni from IIT, IIM, NIT, and other prestigious institutions.

Sip Direct (<https://www.sipdirect.com>) has started operations in Kolkata post empanelment by West Bengal State Beverages Corporation Ltd., and will be expanding to other cities soon. They join other players such as Swiggy, Dunzo and Spencer's Retail which deliver liquor in West Bengal as per prevailing regulations.

Sip specializes in beverages and present detailed information about different products to the consumer along with ingredients, flavors and tasting notes. In addition to purchasing their favorite beverages, users can also browse cocktail recipes, hire a bartender, or read interesting trivia about beverages.

Additionally, deliveries are enabled in proprietary tamper proof packaging to ensure the safety and authenticity of products that leave the licensed retail outlets till they are delivered to the consumer in their preferred timeslot. The packaging is also spill-proof, and comes in handy in the event of breakage or leaks.

The platform is built to enhance consumer's journey from discovery to delivery and is accessible via the website <https://www.sipdirect.com>. It is built as a progressive web app (PWA), and the app is therefore accessible to users via their browser directly and no separate app is required to be downloaded from Play Store or App Store onto the phone; neither does the app have to be frequently updated.

Operations are live and Sip Direct is delivering beverages across Kolkata via authorized retailers that have been onboarded by them post verification of relevant documents. The Company is putting in efforts to digitally upskill the retail staff and to generate net new employment via the fulfilment ecosystem.

At present, no fee is charged by the platform for delivery. Due measures such as a one-time digital KYC for age verification, state prescribed purchase limits and mandatory authentication at the time of delivery have been integrated into the app. Sip Direct urges consumers to sip responsibly.

Other than West Bengal, the Company is in conversation with other State Governments and are likely to expand to other cities soon.

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Source : Ontap Direct Private Limited

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