



Baidyanath

BAIDYANATH DIDN'T JUST GO ONLINE, IT WENT DIRECT

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



Baidyanath

Baidyanath lacked a digital commerce channel to reach wellness buyers directly and control brand experience.

Products only sold through offline stores and pharmacies

No ability to track or engage online customers

No product detail pages, reviews, or educational content

No analytics on product-level sales or campaign impact



Launched a **direct-to-consumer e-commerce site** with full shopping flow and backend integration.

- ✓ **Category Pages with Ingredients & Reviews:** Category-wise product pages with ingredients and reviews
- ✓ **Secure Checkout & Discount Management:** Shopping cart, secure checkout, discount management
- ✓ **Mobile-First UI with Filters & Search:** Mobile-first UI with filters and search
- ✓ **Inventory Tracking with SKU Sync:** Inventory tracking with SKU sync
- ✓ **Sales & User Analytics Dashboard:** Analytics dashboard for sales, conversion, and user journeys



6-Step Applied Process

01

Catalog Structuring:

Organized SKUs with categories and search filters.

02

UX/UI Design:

Designed mobile-first storefront for Ayurvedic buyers.

03

Checkout & Payments:

Integrated cart, Razorpay, and discount logic.

04

Inventory Sync:

Connected warehouse data to show availability live.

05

SEO & CMS Activation:

Launched optimized product pages and update tools.

06

Launch & Monitoring:

Deployed site with analytics and funnel tracking.

20,000+

website visitors in the first month

35%

drop in bounce rate after launch

1,800+

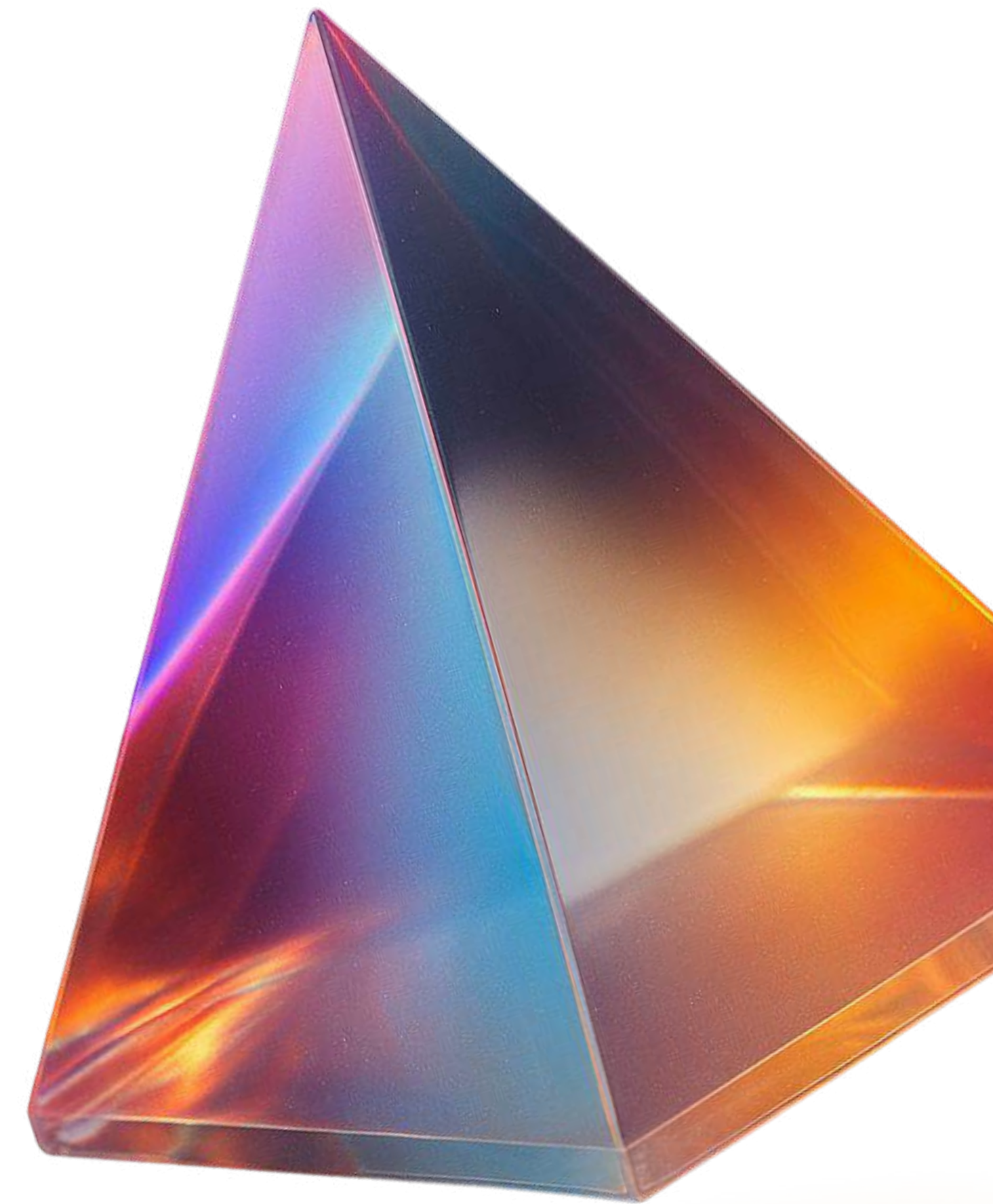
new customers with full contact and order history

Live conversion funnel tracking enabled for 8 categories

25%

of orders came from mobile within 30 days

D2C revenue stream launched within 90 days





Let's Help You

Delight Your Customers - The easiest way to achieve growth



info@intglobal.com



intglobal.com

27+ Years

1000+ Professionals

45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

