

Egully.com Launch: online retail portal aiming at India and Indian Diaspora abroad

Egully strives to offer amazing shopping experience with extensive product catalog, highly competitive pricing, and a more streamlined checkout processes.

New Delhi, Delhi, November 26, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- Indian online retail is growing at an astounding rate with more and more buyers using the online mode to buy products. Internet penetration in India is one of the fastest in the world. Online retail portal gives a good opportunity to access products which are normally not available in Tier-I and Tier-II cities. The mode of operation of the online portals also helps them to pass on the gains to its customers in the form of discounts and other offers.

We are pleased to announce the launch of Egully.com, an online retail portal aiming at India and Indian Diaspora abroad. The website brings the retail world to your home at the click of your mouse. Egully strives to offer amazing shopping experience with extensive product catalog, highly competitive pricing, and a more streamlined checkout processes. Customers can now buy from over one lakh books, mp3 players, digital cameras, hundreds of mobiles and other electronic products on the website.

The website offers all the top brands in electronic products like Nokia, Samsung, Motorola, Blackberry, HTC and many others. In the books section the collection will delight one and all. One can find books which are normally hard to find, popular fiction books, science & technology books and thousands of other books.

Egully.com offers products at very competitive rates including free shipping on thousands of products. It has a dedicated customer service division to take care of queries and assist customers ordering via phone. Users can pay via multiple modes like debit/credit card, internet banking, cash card, cheques and mobile payments. All the transactions made on Egully.com are secured and the site is SSL certified.

Egully.com is a subsidiary of ChannelPush Online Services Pvt Limited which ventures in online retail consulting. This venture was started by couple of IIM grads and Computer Science Grad from Illinois, Chicago. ChannelPush helps in optimizing the distribution channels by formulating tactics for efficient utilization of online resources. Some of its areas of specialization are Online retail distribution, Online marketing and advertising, Supply chain optimization for online sales, Setting up of online platforms for retailers, and Comparison shopping.

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