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Parryware strengthens online platform Safe-Buy

Madurai, June 2: To provide a seamless and contactless buying experience to consumers amid the COVID-19 pandemic, Parryware, India's largest manufacturer

of sanitary ware product brand, further strengthens its foothold by making its products more accessible through its online platform 'Parryware Safe-Buy'. The digital platform assists

users to explore, indulge and buy Parryware products, booking plumbing technicians for service, repair-related queries, and connecting with nearest retail partners

and product specialists from the comfort of their home or workspaces. The digital platform Parryware Safe Buy, launched last year, aims at providing a touch-free, timely solution with the most convenient shopping experience to pot all bathroom worries.

KE Ranganathan, Managing Director, Roca Parrywaresaid, 'To help customers overcome this concern Parryware comes up with a Safe Buy solution to provide a seamless service for a wide range of products and services. We are hopeful that our new campaign #TapToPOT connects well with consumers and encourages them to go for touchless shopping.'