In today’s busy life what we look forward to most is a relaxing weekend. But weekends come with its own list of necessary chores which in no way can be avoided. And one of the most important thing which tops our list is grocery shopping. We spend half of our weekend buying household stuffs either at any supermarket or at our nearest vegetable vendors. But the online revolution has made our life a lot simpler where we can choose and order and get delivery of everything from fruits to personal care with just a few clicks!!!!

Bigbasket.com is an important website in the emerging online grocery store where one can choose from a wide range of products ranging from everyday necessities like cereals, pulses, bread, milk, fruits, vegetables and meat to household items, personal care and a wide range of imported food products. However, bigbasket caters to a limited number of cities as of now including Bangalore, Mysore, Hyderabad, Pune, Mumbai, Chennai and Delhi.

Website Presentation

A brainchild of India’s ‘enterprising couple’ K. Ganesh and Meena Ganesh, Big basket was launched in India in 2012 and has come a long way in terms of expansion and popularity.

As can be seen from the screenshot of the home page of bigbasket, it is user friendly and provides various navigation paths in accordance to one’s specific requirements. The home page is segregated into four main categories as Shop, Offers, New arrivals, Fresho Rs. 10 corner. At the top of the home page, certain options are provided such as choosing location, customer care number, time

by Pradipta Ghosh Sen

Ms. Pradipta Ghosh Sen graduated in Political Science from Lady Shri Ram College, Delhi University. She holds a gold medal in her Masters in Human Rights and Duties Education from Jamia Millia Islamia University, New Delhi. With an ardent keenness to make a difference in the lives of the marginalized, she has worked with organization like Sewa in field of education and health. She has also been involved with UNICEF’s flagship programme of micro nutrition in West Bengal. Her evolving interests made her venture out into the field of academics. She worked with Shikshantar, a UNITECH school for progressive learning in Gurgaon. Currently she is working with Xamcheck as a content developer for social science for the primary level. She can be reached at pradiptaghosh3@gmail.com.