



## Digital platform from Parryware

Parryware is making its products more accessible through its online platform, Parryware Safe-Buy. The digital platform assists users to explore, indulge and buy company's products, booking plumbing technicians for service, repair-related queries. The company creates awareness about the platform by launching a #Tap-ToPot marketing campaign; highlighting how Parryware Safe Buy brings the safest and most convenient shopping experience. KE Ranganathan, Managing Director, Roca Parryware, said: "We strive to provide innovative solutions that are easy, safe and quick. People are becoming extremely tech-savvy and opting for online purchase. To help customers overcome this concern, Parryware comes up with a safe buy solution. We are hopeful that our new campaign connects well with consumers and encourages them to go for touchless shopping."