

# FlowerAura's Reformative Move In The Gifting Industry: App "Instanto"



DELHI, India, 2018-Jan-27 — /EPR Network/ — FlowerAura, one of the leading online gift portals in India with a network of vendors across 200+ cities has recently launched Instanto, an easy-to-use app that focuses on better delivery system and vendor interaction.

Instanto, as the name suggests, is an application to provide timely delivery of flowers and hampers by a real time tracking system of delivery boys. This app is especially built to curb the delay in the delivery and subsequently, the complaint ratio. The company's spokesperson reveals, "This app is a step ahead for the company and keeping the ultimate motive in mind that is, customer satisfaction, Instanto shall play the function of building trust amongst customers by capturing pictures on delivery (with due permission of the

customer) and help provide product acknowledgement."

Instanto would be adept in tracking the updates of products by vendors. Real time location of delivery shall, however, remain the major plus point of the app. The company believes that it shall help analyse the order geographical dimensions for further expansion and franchisee options. The app shall play a factor in bringing the customer trust and loyalty to another level. With 90% on-time order completion rate, FlowerAura believes Instanto shall help it grow beyond 95% in the coming times. The app shall begin the function in major metro cities till Valentine's and other cities post Valentine's.

FlowerAura recently had a tie-up with 120+ more vendors across the country to give an uncompromising service to its customers and double its sales numbers during the Valentine season. Also, with an amazing assortment of [Valentine gifts for her](#) and him, the company has set an exclusivity to the love expression. That stated, it has added 400+ [Valentine gifts](#) on the portal and widened its range and has recently opened 9 franchisees in India to operate with a dual delivery model.

**About FA Gifts Pvt. Ltd.**

FA Gifts Pvt. Ltd. owns two e-commerce business ventures namely, FlowerAura – an online flower and gifting portal that provides its services in 200+ cities across India since 2010, and Bakingo – a recently launched bakery venture that deals exclusively with cakes in the city of Delhi, Gurgaon, Noida and Ghaziabad.

**FlowerAura**



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