

About the Client

The client is a well-recognized ethnic fashion manufacturer and retailer based in Bangalore, India. Known for its premium silk, cotton, and handloom sarees, the brand has a loyal customer base locally but lacked digital presence before this transformation. Their goal was to evolve into a robust direct-to-consumer (D2C) brand catering to both Indian and international audiences through digital commerce.

Industry

Retail & eCommerce – Ethnic Fashion & Apparel

Project Title

Development of eCommerce Platform and Execution of Digital Growth Strategy

Scope

- Develop a full-fledged eCommerce platform from scratch
 - Migrate from Magento 1 to Magento 2 with Progressive Web App (PWA) capabilities
 - Execute a multi-channel digital marketing strategy
 - Build organic visibility and paid acquisition funnels
 - Establish reliable hosting, monitoring, and maintenance infrastructure
-

Challenges

- No eCommerce or digital storefront despite strong offline sales
 - Low brand visibility outside regional markets (Bangalore and South India)
 - No prior presence on digital media, paid advertising, or social platforms
 - Inability to serve or scale for peak sale seasons or international orders
-

Solutions

Build

- Developed the client's first eCommerce site using **Magento 1** with foundational features for online selling
- Successfully migrated to **Magento 2 with PWA capabilities** to enhance mobile shopping, speed, and scalability
- Created a **modern, responsive UX/UI** design to ensure seamless navigation, product discovery, and high conversion rates

Grow

- Crafted a **360-degree digital marketing strategy**, aligned with KPIs such as CAC, ROAS, and average order value
- **Search Engine Optimization (SEO)** focused on long-tail keywords like *pure silk sarees online*, *handloom sarees India*, and *buy cotton sarees USA*
- Launched and managed **Google Ads, Facebook Ads, and Instagram Ads**, targeting Indian diaspora and fashion-conscious users
- Orchestrated **influencer collaborations** with fashion creators on Instagram to build authenticity and reach
- Delivered ongoing **social media content**, including reels, catalog videos, and occasion-based collections

Run

- Ensured **99.99% uptime** through performance monitoring via **Luroconnect**
- Enabled **seasonal scalability** during festivals like Diwali and wedding seasons
- Continued **feature rollouts**, content updates, and order experience improvements

Tech Stacks Used

- **eCommerce Platform:** Magento 1 → Magento 2 with PWA
- **Marketing Tools:** Google Ads, Facebook Ads, Instagram Ads
- **Analytics:** Luroconnect Monitoring, Google Analytics
- **UX/UI:** Custom mobile-first design
- **Hosting & Maintenance:** Luroconnect Cloud Infrastructure

Suventure's Role as Strategic Partner

✓ ADM (Application Development & Maintenance)

- Designed and deployed the complete eCommerce stack
- Enabled responsive PWA design for mobile-first user behavior
- Performed frequent updates and security enhancements
- Provided 24/7 infrastructure monitoring and support

✓ Analytics







- Built dashboards tracking visitor flow, conversion funnels, and sales performance
- Utilized data-driven insights for product positioning, ad targeting, and bounce rate reduction
- Regular campaign performance analysis and CRO (conversion rate optimization) initiatives

✓ Professional Services

- Strategic consulting on digital launch and go-to-market execution
- Full-cycle **influencer marketing**, UGC-based content strategy, and social ads
- Advised on pricing, promotions, and product bundling to boost average order value

Results Achieved

Quantifiable Growth Metrics (YoY)

-  **96% Increase in eCommerce Sales Revenue**
-  **160% Growth in Website Users and Sessions**
-  **Over 18,000 Orders Processed in Year 1**, with seamless payment and delivery
-  **85% Increase in Organic Website Traffic** due to keyword-rich SEO strategy
-  **Return on Ad Spend (ROAS) exceeded 4.8x** on Facebook and Google campaigns
-  **35% of total sales generated via PWA mobile experience**

Market Reach Expansion

- 60% Domestic Orders
- 40% International Orders from USA, Canada, Australia, UAE, and Singapore

Business Impact

- Rapid transition to a digital-first, D2C business model
- Successfully positioned the client as an **omni-channel ethnic fashion brand**



- Infrastructure scaled seamlessly to handle festive sales and international spikes
-

Testimonial

"Suventure has been more than a tech partner — they've been instrumental in shaping our digital identity. From setting up a full-fledged eCommerce store to helping us reach customers in the US and Middle East, their support has been strategic and hands-on. We're seeing consistent growth, and our digital sales are now a major revenue stream."

— **Founder & CEO, Bangalore-Based Ethnic Fashion Retailer**

