

Gupshup.io brings Singapore's favorite plant based butcher closer to its customers with WhatsApp ordering

The company is among the first few to implement an end-to-end payment solution on WhatsApp in Singapore made live with Love Handle.

SINGAPORE, May 31, 2023 /EINPresswire.com/ -- The rising popularity of plant based meats in



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Beerud Sheth, CEO, Gupshup

Singapore has received another leg-up. Vegans, vegetarians, and avid fans of plant-based meats can now order their steaks, sausages and ready to eat delicacies from Love Handle on WhatsApp. With Gupshup.io's expertise in Conversational Commerce and Love Handle's strength in plant based meats, the partnership will not only make food ordering convenient but will also help grow Love Handle's existing user base.

Customers can place an order by visiting this [link](#) or sending a message on +65 88867112. They can go through the entire catalog, choose products, add it to their cart, and

make payments, all within the chat interface. With Gupshup.io's Conversational Commerce solution, ordering food has become as easy as chatting with a friend.

"At Love Handle, we've always believed in creating a delightful experience for our customers and offering convenience through WhatsApp is a step towards that. It also helps fulfil our ambition to make plant based proteins more accessible for the general public", said Ken Kuguru, CEO & Co-founder of Love Handle.

The partnership with Love Handle also marks Gupshup.io's entry into the Singapore market, having already been a market leader in India and LatAm. The World's leading Conversational engagement platform is Meta's largest BSP and among the first few to implement end-to-end payments in Singapore- an initiative that Meta recently launched in the market.

Gupshup.io's enhanced Commerce capabilities will allow Love Handle to send personalized recommendations to its customers, manage its order flow and get insights into Conversation flow, drop offs and revenues.

“Conversational Commerce will play a transformational role in growth of businesses, thanks to users getting increasingly comfortable on messaging apps. We are thrilled to partner with Love Handle in helping them grow adoption for environment friendly, clean meat in Singapore. With a high mobile penetration and tech-savvy consumers, Singapore has a tremendous potential for Conversational Commerce”, said Beerud Sheth, Founder and CEO of Gupshup.

About Gupshup.io

Gupshup.io is the leading conversational engagement platform for marketing, commerce, and support automation. Gupshup.io’s automation solutions enable 45,000+ brands across India, Latin America, Europe, Southeast Asia, the Middle East, and the United States to deliver better customer experience, and increased revenue while saving costs. Citibank, AkzoNobel, Khan Academy, Unilever, MPL, Netflix, Flipkart, and Ola are a few of its leading clients. With a single messaging API for 30+ channels across voice, text, and chat, the conversational engagement platform powers over 10 billion messages per month. Valued at \$1.4 bn, the company has marquee investors such as Tiger Global, Fidelity Management and Research Co. LLC, and others on its cap table. For more details, please visit: www.gupshup.io

About Love Handle

Love Handle is Asia’s first plant-based butcher with the largest curation of plant-based meats, dairy and condiments. We are on a mission to deliver flavour that’s good for the planet; or in other words, plant-based deliciousness created to satiate meat lovers. At our Butcher Showroom and e-commerce marketplace, we offer an authentic cut, weigh, and package experience just like the butchers you’ve always known. At our current innovation hub, we support industry players and start-ups in the development and creation of next-gen alternative protein innovations. Join the revolution <https://lovehandle.sg>

Vandana

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