

Stockholm April 1st 2022

## Press release

### Mavshack's new e-commerce platform, mavshacklive.in launched

According to plan, Mavshack's new e-commerce platform, mavshacklive.in, is launched today in India. It is thus available to consumers all over the country and at launch there are over 300 products available from many different sellers.

The Indian team at Mavshack Live is working hard to expand the range of products and vendors. The team also works to help salespeople create videos to enhance the shopping experience for the consumer. Mavshacklive.in will be marketed digitally in collaboration with several regional Indian marketing agencies to reach the maximum number of consumers.

*“We will move slowly but surely, getting a feel for our consumers, the kind of products they like and how best to bring those products to them via video experiences. The key to winning this battle also lies in attracting the right target audiences for which we have a completely digital marketing strategy that we will focus on. We will try out various digital marketing strategies and move quickly to double down on whatever success comes our way.”* says Anand Jhingan, Head of Business Development.

For more information about Mavshacks live-products please visit [mavshack.live](https://mavshack.live) or [in.mavshack.live](https://in.mavshack.live)

For more information about Mavshack, visit [mavshack.se](https://mavshack.se) or contact:

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#### **About Mavshack**

Mavshack, founded in 2007, is a global software company specializing in streaming. The company's primary product is a proprietary and cloud-based platform for live shopping with which brands can produce live and interactive video content for marketing purposes. The platform enables companies to offer digital shopping experiences that can be distributed via websites, social media and other digital channels. Mavshack's live shopping venture was started in 2020 and is headquartered in Stockholm.