




# Elevating BigBasket's E-Commerce Network

TP-Link helps to build a Robust and Reliable Wi-Fi Network

## Customer Profile

-  **Customer Name:** BigBasket
-  **Location:** PAN India
-  **Industry:** E-Commerce

## Products Used

TP-LINK ER605 VPN Routers

## Customer Background

BigBasket, a pioneering name in the Indian e-commerce landscape, has emerged as a trailblazer in the online grocery shopping realm. Founded in 2011 and headquartered in Bengaluru, India, it holds the distinction of being the first home delivery grocery journey under the umbrella of Tata Group since its acquisition. BigBasket, officially known as Supermarket Grocery Supplies Pvt. Ltd., has extended its reach by establishing more than 30 cities in India, processing a staggering 15 million orders each month.

By mid-2016, BigBasket had expanded its footprint to encompass eight major Indian cities, cementing its position as India's premier e-grocer. In a significant move, the company ventured into the physical retail space with 'FresHo' stores, starting in Bengaluru in 2021, dedicated to offering fresh fruits and vegetables. This was the initial step in a series of planned FresHo stores, marking yet another milestone in BigBasket's journey.

## Challenges Faced By The Customer

BigBasket continued to scale and shape the e-commerce landscape; it encountered a set of challenges that demanded innovative solutions. First and foremost, networking security became paramount as the company's digital environment continued to grow. Additionally, streamlining online operations across their vast network of branches while ensuring efficient collaboration posed a considerable task.

## Solution Provided

In response to BigBasket's unique requirements, TP-Link presented a comprehensive solution to address their security, operational, and collaboration concerns. The deployment involved TP-Link ER605 VPN Routers, totaling 465 units, across the sprawling network of BigBasket branches spanning the entirety of India. This robust solution was designed to enhance data protection and security. The VPN connectivity implemented across all branches served as a safeguard for data, establishing secure communication channels. This initiative aimed to enhance privacy and secure sensitive information, laying a solid foundation for the company's continued growth.

## Result and Customer Comments

Following the successful implementation of TP-Link's VPN Router solution, BigBasket observed a significant enhancement in their network privacy and secure communication across all branches. The TP-Link VPN Routers proved to be cost-effective while complementing the robust security measures they brought to the table.

### In the words of BigBasket's management,

"TP-Link VPN Router is cost-effective and after successful implementation of the VPN Router across the branches, it enhances our network privacy and improves secure communication across the branches. We are happy with the product."

As BigBasket continues to redefine the e-commerce landscape, TP-Link remains dedicated to providing innovative solutions that bolster their operations and elevate their customer experience. Furthermore, the integration to include SD-WAN features in the product showcases BigBasket's forward-thinking approach to technology adoption and TP-Link's commitment to meeting their evolving needs. This partnership between technology and e-commerce serves as a testament to the power of innovation in shaping the future.

## Related Recommended Products



**OC300**  
Omada Hardware Controller



**ER7206**  
Multi-WAN VPN Router



**EAP230-WALL**  
Wall-Plate Access Point

**Omada**  
by tp-link

## Software Defined Networking (SDN) with Cloud Access

