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## ***EpiFruit– The ‘Last Mile’ Delivery App***

New York, NY— December 2017 — New York City Businesses are now able to transcend boundaries and elevate their platforms with fast, affordable deliveries thanks to the launch of the new market based delivery app, EpiFruit!

EpiFruit founders, Rohan Duggal and Buland Madan, have both worked in various aspects of retail and ownership in New York City during the last 10 years. As small local business owners, they know that a big task pertaining to functioning in NYC is being able to maintain and grow efficient deliveries, particularly when it comes to cost and affordability.

Rohan and Buland view smaller mom and pop shops as the intricacies that make New York City life worth living; that’s why they created EpiFruit to provide businesses with diverse needs with options pertaining to who delivers their product, and at what price. The app’s open transparency and market bidding platform allow for both the business and the courier to thrive.

### ***Here’s How It Works:***

When a business receives an order through their store or a third party channel, they can use EpiFruit to find a courier who will facilitate the delivery process by hand-delivering the product directly from the business to the consumer.

Using the EpiFruit app, business owners describe what their delivery will entail by creating a job on the business portal and inputting the product, date, and pick up/drop-off locations. Retailers can then decide to enter an amount that they feel comfortable paying for the job (minimum/maximum), or they can select the suggestion button to provide them with the approximated worth of their delivery.

When all of the delivery details are confirmed by the retailer, drivers within a 20-block radius can begin to bid on the job. The business owner will then be able to select his or her driver from the list of background-verified couriers and can toggle through the bids by cost, location, ratings, and how long the driver has been delivering with EpiFruit.

After a courier selection is made, the card on file is charged. The business will pay the driver bid amount that they selected plus a 15% service fee for use of the platform. (*e.g., If the business accepts a driver bid of \$5, the business will pay \$5.75.*)



When the item is picked up by the driver, the business owner can then use the EpiFruit app to monitor and track the delivery in real-time. He or she can also communicate directly with the courier. When the driver successfully reaches the destination and the job is complete, the retailer will receive delivery confirmation in the form of an e-signature.

EpiFruit has officially launched for iOS and Android devices and is available for download on both Apple and Google Play stores. The app is currently available in Washington Heights and has plans of expanding to the rest of the Tri-State Area within the next 2 years.

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