



## Gaian's Retail TV Solution helping retailers deploy a brand new in-store audience engagement & brand retention programs



In the food retail business customer service is key. Good customer service involves leveraging on up sells, providing customer loyalty programs, and creating brand awareness. These opportunities can be missed if the business doesn't promote products and services appropriately at the point of sale. This is where digital signage and retail TV solutions come into picture.

**Gaian's digital signage solution** caters to such businesses and provides the required flexibility needed for brilliant customer engagement and product/service promotions. Using Gaian's technology and its effective cloud-based content dispersion mechanism, food retail businesses can use digital signage to improve the number of impulse buys recorded each day, brand retention, & dramatically improve their bottom-line.

**Karachi Bakery**, one of the most well known brands in the F&B space, has chosen Gaian Solutions to improve their on-premises branding and in-store customer engagement. As real leaders do, they have picked the right partners in Gaian Solutions to help them herald in a new way to communicate with customers, relay brand promises, and inform their in-store customers about the latest and greatest.

Karachi Bakery is going to deploy Gaian's retail TV solution across all their 12 outlets in the city and the one at the Airport. Gaian, a market leader of digital signage solutions, is reaching out and helping several renowned retail players in the country to effectively use the digital signage solution in their stores.

Learn more about Gaian's Digital Signage:

<http://gaiansolutions.com/products/enterprise/digital-signage.aspx>

<http://www.gaiansolutions.com/solutions/enterprise/retail-tv.aspx>

### About Gaian Solutions & Karachi Bakery



Gaian Solutions India Pvt. Ltd. is a Cloud TV Technology Company with multiple patents filed in the broadcasting, media and content delivery technology space. Gaian Solutions services several TV broadcasters, operators, enterprises, and governments globally. Gaian Solutions was established in February 2006 and has offices in San Francisco, Singapore, and Mumbai.

A staggering chronicle of six decades and still going strong, Karachi Bakery has emerged as a "True Icon of Hyderabad Baking" with a reputation that is unmatched to the core. Always a step ahead of competition, we focus on innovation, developing new products while improving our existing products to evolving consumer needs.



A subtle combination of traditions and trends, our extensive collection of greatly appetizing baked goods and confections delights the senses of all age groups and people from different walks of life. The secret of our excellence lies in the meticulous care and detailed craft that goes into each and every one of our products. It is this sustained commitment to excellence backed by a world class production and distribution network and customer friendly service that has enabled us to carve a niche for ourselves across the length and breadth of India. Today, Karachi Bakery is a household name in every nook and corner of the globe.

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