BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Indiaâ??s first digital vending machine for feminine hygiene products

15 February 2019 | News

Stanza Living and Sirona launch Indiaâ??s first digitally enabled, vending machine for diverse feminine hygiene, sanitary and wellness products.



Stanza Living, India's leading student accommodation provider and SIRONA, a social start-up focused on providing feminine hygiene and wellness solutions for women on the move, have joined hands to launch SIRONA Hygiene Pod – India's first digital vending machine for feminine hygiene products. Piloted in Stanza Living residences, the SIRONA Hygiene Pod provides students 24x7 access to many category-first feminine hygiene and wellness products, at just a tap.

Stanza Living residents can access a comprehensive range of products including feminine washes, Sirona Menstrual cups, PeeBuddy (India's first female urination device), Intimate Wet Wipes, Tampons, Sirona Herbal Period Pain Relief Patches, Sanitary Disposal Bags, Panty Liners etc to address their sanitary and menstrual needs. The machines accept Paytm, digital payments as well as cash.

Speaking about the partnership, **Anindya Dutta and Sandeep Dalmia, Co-founders, Stanza Living** said "*Stanza Living is creating **bespoke student living experiences**. This means, we not only create high-quality residential spaces designed for students, but also drive value by bringing an array of exciting brand propositions to their doorstep. Our aim is to plug even their smallest daily needs. The partnership with Sirona: PeeBuddy is targeted at a specific concern – ensuring that our female residents can have round-the-clock access to healthy and enabling products under one roof. We are excited to partner with a brand like Sirona: PeeBuddy, that has pioneered some of the leading feminine hygiene and wellness solutions, uniting in our efforts to provide relevant brand experience to our consumers.*

Speaking about the Sirona Hygiene Pod, **Deep Bajaj, Founder, PeeBuddy & Sirona Modern Menstrual Hygiene Products** said "*As a start-up, our life revolves around identifying and solving those Intimate & Menstrual issues for women which are not openly discussed. We started with Dirty Toilets with PeeBuddy & went on to introduce many category-first products under SIRONA which have been well appreciated by customers. 'Sirona Hygiene Pods' are a step towards disrupting the distribution hassles faced by women by bring products closer to them, with round the clock access. We loved the ideology of Stanza Living and the importance they give to many such needs for their residents and decided to launch the first ever pod with them.*

Apart from addressing immediate sanitary requirements of young women, this is also an exercise in educating them about the wide variety of customized solutions for diverse hygiene and care needs.

As Sonal Kumari, resident, Stanza Living Paris House, the company's residence for girls, says *"Having the Hygiene Pod within our residence premises is extremely convenient as we can try different hygiene products, anytime we want. We want to thank Stanza Living and Sirona for this helpful initiative."*

Feminine hygiene is a serious national issue, with concerns around limited sanitary options available to women, poor public hygiene set-ups as well as lack of awareness about specific solutions designed for women's wellness needs. The Hygiene pod sits at the centre of this as a much-needed intervention for Indian women. Stanza Living will soon be extending this partnership across its planned residences in Bengaluru, Hyderabad, Chennai, Pune, Ahmedabad and Indore, with the intent to continue making student living hassle-free.