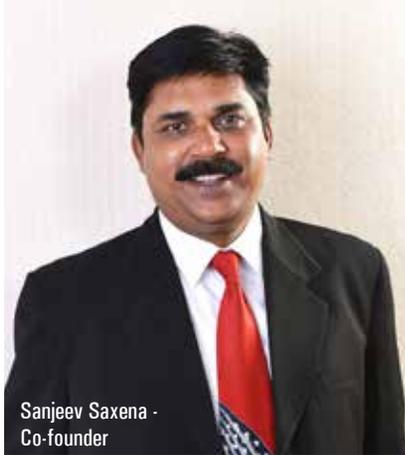


Ecom Express: End-to-End Technology Enabled Logistics Solutions Provider



Sanjeev Saxena -
Co-founder

The inception of Ecom Express Private Limited, a leading end-to-end technology enabled logistics solutions provider to e-commerce industry, revolves around a group of friends turned colleagues having careers spanning over 26 years each in the Express and Logistics Industry. All of them had been familiar with various aspects of the industry and on numerous occasions, they discussed in detail the growing need for a specialised logistics services provider to the growing requirements of the e-commerce industry. "From our experience, we realized that the industry which was largely catered to by the traditional courier services providers was in need of a specialized service. We were confident that with our cumulative experience of over 100 years in the industry, we could create and build the organisation to the scale and size with our shared goals and vision. This thought process led us to create a workable plan and start operations in early 2013. And this marked the beginning of Ecom Express.

At the start, building the infrastructure and network from scratch posed as one of the major challenges. As a logistics solutions provider, ensuring connectivity and convenience across the country was essential but setting up the network was not an easy one. In addition to this, establishing a name in the market was another task. "We started operations with a couple of customers and gradually targeted (both horizontal and vertical) e-commerce players. Fortunately, our work was appreciated by the customers and the market accepted us pretty well. As we moved ahead, we gained the confidence in our capabilities and financial strength and since then, there has been no looking back," says Sanjeev Saxena, Co-founder.

Carving a Niche

Ecom Express strives towards a combination of consistency and innovation as its strategy to add value, and most importantly, continue developing delivery logistics solutions as a powerful means of differentiation. Its unique network reach and coverage not only facilitates greater value connect but drives rapid e-commerce volume growth in remote locations. "In order to facilitate reliable service to customers, we have invested in innovative tech solutions and opportunities that augment and support productivity and efficiency in support of improved service deliverables," mentions Sanjeev.

What makes the company stand out in the crowd is its last mile delivery staff on the company's rolls. This strategy has yielded rich results with front line delivery associates grow-

ing within the organization to leadership positions in a span of four to six years," he adds.

Besides, it has launched a programme to provide 100 per cent PIN code coverage of states within the country. Though considered revolutionary to build infrastructure to cover every last doorstep within the country, it has identified models that can build this scale sustainably. "We have successfully executed the strategy in 20 states, which are Andhra Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Goa, Gujarat, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal," he informs.

The Growth Story

Over the years, Ecom Express has registered 2x growth thereby making it one of the fastest growing startups in the country. It currently services over 25,600 PIN codes across 2400+ towns through its network of 2600+ delivery centres. "The same number, at the beginning of 2016 was 6000 PIN codes across 600+ towns through 700 delivery centres. This network and reach make us an indispensable logistics partner for any e-commerce company," he asserts.

In the near future, team Ecom Express aims for distribution in urban and rural areas through 3000+ delivery centres and over 50,000 delivery staff connecting to 95 per cent of India's population and 200K+ sellers on a daily basis. By 2020, the company aspires to set up a logistics network spanning the entire length and breadth of the country. **EC**