# Ace Turtle partners with Mahindra Logistics to enable India’s most scalable omni-channel fulfilment solution

*Logistics*

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**Bangalore, September 3 2018: Ace Turtle,** Asia's leading omni-channel platform company has partnered with **Mahindra Logistics Limited,** one of India’s largest third-party logistics (3PL) solution provider to enable India’s most scalable omni-channel fulfilment solution. Ace Turtle’s omni-channel platform - Rubicon helps enterprise brands in developing best-in-class fulfilment across various stock points including warehouses and retail stores. Mahindra Logistics, on the other hand, has expertise in offering customized and end-to-end solution for supply chain management across sectors. This partnership between two of the leading companies in their respective domains, will build an unmatched omni-channel fulfilment solution, that is scalable across geographies and for brands that partners with Ace Turtle as well as with Mahindra Logistics.

Ace Turtle, through its platforms has partnered with over 50 Retail Brands integrating their sales channels and stock point to build a smart and seamless order, catalogue, inventory and logistics management system that

helps them fulfill orders for their omnichannel customers. Ace Turtle's omni-channel fulfilment capabilities supports solutions such as eCommerce fulfilment, ship from store or warehouses and click and collect. Ray-Ban, Puma, Bata, Arrow, Flying Machine, Ed Hardy, US Polo, Fossil are some of the enterprise brands that Ace Turtle has partnered with.

Speaking on the partnership, **Nitin Chhabra, CEO, Ace Turtle** said *"In today's omni-channel world, where consumers are demanding anytime anywhere commerce, brands need to have the capability to deliver the same experience across the buying journey across channels. The collaboration of logistics and technology is pivotal in achieving a seamless, connected omnichannel experience for the customer. The supply chain capabilities of Mahindra Logistics combined with our tech capabilities will play a pivotal role in shaping our strong ecosystem as an omnichannel enabler. We share the common vision of building logistic solutions, that have the capability to scale up rapidly to meet the demands of today's omni-channel custome".*

Mahindra Logistics, with its asset-light model offers integrated supply-chain solutions including transportation and distribution, warehousing, in-factory logistics and value-added services. Mahindra Logistics caters to sectors like retail, eCommerce, FMCG, Pharma and Automobile.

Speaking on the association, **Pirojshaw Sarkari, CEO, Mahindra Logistics** said *"Technology has already proven to be a catalyst in transforming the current logistics ecosystem, and it is here to stay. We are happy to partner with Ace*

*Turtle, who are solving the problem of giving consistent experience across channels to the customer. We look forward to work with them for seamless and efficient technology-enabled solutions that will enhance our customer-focus approach".*

**About Ace Turtle:**

Ace Turtle is a technology driven platform company that provides direct to consumer web commerce solutions for leading Retail Brands. Ace Turtle, with its proprietary platform, integrates online and offline retail channels automating and optimising Omni-Channel fulfilment. The platform provides brands with a single view of inventory. It helps reduce the costs and complexity of Omni-Channel transformation for brands through automation by intelligent use of data. Ace Turtle's solutions are currently used by brands such as Ray-Ban, Puma, Bata, Arrow, Flying Machine, Ed Hardy, US Polo, Fossil and more. Ace Turtle's Omni-Channel platform comprising of technology, logistics and customer support enables brands and retailers to improve the post-click commerce experience of their customers.

With offices located in India, and Singapore, Ace Turtle is backed by investors such as Singapore based Vertex Ventures, the venture arm of Temasek Holdings and C31 Ventures, the venture arm of CapitaLand,

For more information please click on www.aceturtle.com.

**About Mahindra Logistics**

Mahindra Logistics Limited (MLL) is a portfolio company of Mahindra Partners, the USD 1 billion private equity division of the USD 20.7 billion Mahindra Group. MLL is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and people transport solutions. Founded more than a decade ago, MLL serves over 350 corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an "asset-light" business model, providing customised and technology enabled solutions that span across the supply chain and people transport operations.

For more information, visit www.mahindralogistics.com

**About Mahindra Partners**

Mahindra Partners is the 1 billion USD Incubation, Private Equity & Venture Capital division of the Mahindra Group. Its mission is to accelerate value creation through a diversified global portfolio of emergent businesses. The portfolio spans across multiple industries like logistics, steel processing, renewable energy, conveyor systems, retail, infrastructure consulting and skill building, luxury boat manufacturing and media. It has recently expanded operations in U.S. by investing in the IoT and shared mobility space.

For more information, visit www.mahindrapartners.com

**About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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