

DTDC Announces Sourav Ganguly as Brand Ambassador

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[The Indian logistics solution provider DTDC](#) has announced former Indian cricketer [Sourav Ganguly](#) as the company's official Brand Ambassador. The brand has also unveiled its new vision of becoming India's Preferred Express Parcel Service Provider with a Special Consumer (2C) Focus.

DTDC will be putting in around 80-100mn USD in the coming 18-24 months to drive an organisation wide strategic Business Transformation and new business initiative. With an aim to enable rapid adoption of disruptive technologies in e-Commerce and e-fulfilments, DTDC has picked up a significant minority stake in an e-commerce driven technology start up called Llama Logisol.

This young start up owns and operates on-demand logistics service provider 'Shipsy.' It offers free pickup and packaging of parcels and ships them to the customer's destination of choice.

On the occasion of appointing its Brand Ambassador, Subhasish Chakraborty, Chairman and Managing Director, DTDC Express Limited said, "Building on a strong legacy of commitment to deliver through inclusive growth for over 25 years, DTDC is all set to craft its journey from legacy to a brand new level of leadership. DTDC has set high standards of excellence & leadership with its commitment to deliver through India's largest & fastest growing entrepreneurial network of 10,500+ Channel Partners."

On being appointed as DTDC's Brand Ambassador, Sourav Ganguly, President of Cricket Association of Bengal said, "DTDC is a pioneer in the Express industry in India and has consistently demonstrated leadership, entrepreneurship and innovation over the last 26 years. DTDC's vision and commitment towards future growth through business transformation and technology adoption as a world class player are commendable."

Abhishek Chakraborty, Executive Director, DTDC Express Limited shares his views, "Aligned to its new vision of becoming 'India's Preferred Express Parcel Service Provider with a Special Consumer(2C)Focus', DTDC has embarked on an organisation-wide strategic transformation spanning operations, channel Partners, sales, HR and technology functions. DTDC will be investing 80-100 Mn USD over the next 12-18 months and will be raising capital for the same within the next 12-15 months."

These strategic announcements are aligned to DTDC's organizational goals and strengthen the company's existing strong bond between its business partners, employees, management and customers.