

# Ecom Express raises Rs 100 cr from Peepul Capital

**BANGALORE:** Ecom Express, an e-commerce logistics services firm, on Tuesday said it has raised over Rs 100 crore from Peepul Capital. Interacting with *Deccan Herald*, Ecom Express co-founder and CEO T A Krishnan said the fund will help the company ramp up its distribution capabilities by expanding operations in India and scout opportunities in the SAARC region.

“With this Series A round fund infusion, Ecom Express will go towards strengthening its current reach, expanding operations, investing in technology and automation, attracting key talent and building healthy flow of working capital,” Krishnan said.

“We have an employee strength of 3,000 and presence in 190 distribution locations. We want to expand our footprint to over 800 locations in the next five years,” he said.

Set up in January last year, Ecom Express has presence in



over 100 towns and that will expand to 500 cities within three years. With trained and qualified industry professionals in senior management, Ecom Express has a good understanding of the end consumer needs and offers customised and innovative solutions to its e-commerce customers.

“We have 10 processing centres in Delhi-NCR, Pune, Bangalore, Hyderabad, Chennai, Kolkata and Ahmedabad and want to expand it to 50. We have customer service centres in Delhi, Bangalore and Mumbai which will also go up by opening such centres at Chennai, Kolkata, Hyderabad and

Ahmedabad,” he said. “We want to solidify our presence in India and for that we will not go in for a franchise model. We will expand our employee strength in our payroll to 8,000 to reach our vision. We will expand its call centre facility which is currently located at Gurgaon,” he said.

The company plans to expand its distribution capabilities in the East and North East part of the country within the next few months in a phased manner. On the targeted customers, he said Ecom Express is looking for Indian and foreign companies.

The India online retail market is growing at an explosive rate and reports suggest that it is projected to grow from \$3 billion in 2013 to \$23 billion by 2018. Last year, Ecom had raised angel funding from a consortium led by Oliphants Capital which specialises in early stage investments.

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