

Gati Limited invests in Multi-channel order management platform, BrownTape Technologies Private Ltd. (BrownTape)

Hyderabad, India – November 4, 2016 – Gati Limited (BSE & NSE: 532345 & GATI), a pioneer in Express Distribution and supply chain solutions, today announced that it has invested in BrownTape, a cloud-based software solutions company which helps online merchants manage their orders for multiple e-commerce marketplaces.

“The relationship with BrownTape will form an important part of the company's long-term growth strategy. The alliance will work on the vision of simplifying eCommerce for all levels (small, medium, and large) of online sellers.” said Dhruv Agarwal, Chief Strategy Officer, Gati Limited.

“Gati will utilize the BrownTape Platform to develop a unique single-window solution to customers by integrating our established pan-India logistics network and BrownTape’s multi-channel order management platform. Online sellers will be able to manage their eCommerce ecosystem seamlessly in terms of, order flow, physical product flow and information flow” said Dhruv Agarwal, Chief Strategy Officer, Gati Limited

Speaking on the development, "eCommerce sellers have several challenges, especially physical handling of products. Our partnership with a leader like Gati, allows us to collectively leverage our expertise to address these challenges" said Gurpreet Singh, CEO & Co-Founder of BrownTape.

Hyderabad head-quartered Investment bank, Springforth Capital Advisors advised Gati Limited on the transaction, while JM Financials acted as i-banker to BrownTape.

About BrownTape:

BrownTape (www.browntape.com) allows Internet Merchants to harness the power of Multi-Channel eCommerce. We have a technology platform that helps sellers on marketplaces, manage orders and inventory in one place without the need to log into each e-tailing site separately.

About Gati:

Gati Limited (www.gati.com) is a pioneer and leader in Express Distribution and Supply Chain Solutions in India delivers over 280,000 packages everyday. Having started as a cargo management company in 1989, Gati has grown into an organization with more than 5,000 business partners and a network reach of 672 out of total 676 districts in India. Gati has over 5000 vehicles on the road excluding their fleet of refrigerated vehicles, and world class warehousing facilities across India. Furthermore, Gati has a strong market presence in the Asia Pacific region and South Asian countries. Gati has offices in India, Singapore, Hong Kong, China, Nepal and Thailand.

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