



Press Release

## Meridian Mobile ties up with GATI for a complete Supply Chain Management service for its flagship brand of GSM phones – ‘Fly’

**Hyderabad, October 6th, 2010:** Gati Ltd, India’s leading Express Distribution and Supply Chain Solutions provider today announced its partnership with Meridian Mobile Pvt. Ltd., a part of the UK based Meridian Group. The tie up makes Gati the sole logistics and supply chain solution provider for Meridian’s flagship brand of GSM phones “Fly” in India. Gati will offer third partly logistics solutions which would mean providing integrated operations right from procurement to warehousing , inventory management, order management, demand –supply support and analytics , distribution and reverse logistics . This quintessential Supply Chain Solution will in turn help Meridian to focus on their core activities of product development & management and achieve a substantial growth in their business in the next two years.

**Redsun**, the Supply Chain Solutions division of Gati will manage the account bringing in expertise of supply chain management that will enhance performance and optimize efficiencies through a knowledge, experience and expertise based strategic implementation plan. This essentially cuts across services like Domestic & International logistics (Premium, Express & Economy) and integrates Value Added Services like Vendor Management, Order Management, Demand – Supply support & analytics, Procurement & IOR. **Redsun** is eyeing revenue of Rs.400 crores in the next two years

Commenting on the association **Mr. Harry Lagad, Executive Director, Gati Ltd.**, said “This exclusive tie-up with Meridian Mobile Private Ltd. is a testimony of Gati’s ability to innovate its services and offerings to cater to the diverse needs of our discerning consumers. We have raised curtains over a new format in logistics industry. And we at Gati look forward to innovate further and offer more custom made services in the times to come.”

MMPL sees India as a core strategic market and has focused approach on increasing its foothold in the country. On the occasion, **Mr. Prem Kumar, CEO, Meridian Mobile** said, “Fly is globally positioned as challenger brand with extremely strong commitment to differentiation. We believe that our aim to have best in class service in supply chain management is in line with our aspiration to serve our customers & consumers better. Fly has been using the services of Gati for domestic logistic in the past, given the experience we had with Gati this tie-up for an integrated supply chain management solution will allow Fly to leverage the core competency of Gati.”

Fly’s innovative and stylish products are received with great enthusiasm by consumers as well as the trade community. Gati is currently involved in domestic movement of MMPL products and this new deal extends the international business opportunity for Gati.

#### **About Gati :**

Gati was the pioneer and is now the leader in Express Distribution and Supply Chain Solutions in India. Having started as a cargo management company in 1989, Gati has grown into an organization with more than 3500 employees and a turnover of Rs. 745 crores overing 622 out of 626 districts in India. Gati has over 4000 vehicles on the road not including their fleet of refrigerated vehicles, container shipping vessels and world class warehousing facilities across India. Furthermore Gati has a strong market presence in the Asia Pacific region and SAARC countries. Today, Gati has offices in Singapore, Beijing, Shanghai, Qingdao, Hong Kong, Bangkok, Kuala Lumpur and Dubai apart from SAARC countries that concentrate on India-centric distribution solutions.

#### **About Gati Redsun:**

Redsun is a division of Gati with a core offering of Supply Chain Management cutting across mutli product services in Logistics, available in the market. This engages supply chain services involving vendor identification, selection and management. Redsun brings an integrated upstream & downstream Supply Chain Service to the Indian Market.

#### **About Gati Import Export Ltd:**

Gati Import Export Ltd., is a subsidiary of Gati Ltd. and is engaged in the business of international supply chain of various products, logistics and other allied services with value added services to its' customers and has a wide network of service locations with worldwide reputation in the market.

**About Meridian:**

Meridian is a European mobile phone company founded in 2003 with offices across countries including UK, France, Germany, Russia, Ukraine, Nigeria and India. MMPL is engaged in the business of product design and selling of Mobile Phones, Accessories & Spare parts items and related products, under the brand name **“Fly”** and also operating the distinctive channel for Warranty & repair service operation in India. Fly is already a leading mobile phone brand in Eastern Europe and is also developing fast in other parts of the world.