

---

## **Gati Appoints Palani B (Palani Balasundaram) as Head Digital Marketing to Boost Strategic Digital Marketing Initiatives**

---

**Mumbai, 15 September, 2023:** Gati Express and Supply Chain Pvt. Ltd. (GESCPL), one of India's leading premier Express Distribution and Supply Chain Management companies, has appointed Palani B (Palani Balasundaram) as Head Digital Marketing, Gati Limited. In this role, Palani will be responsible for planning, developing, implementing, and managing the overall digital marketing and analytics strategy at GESCPL.

With extensive experience and profound expertise, Palani will play a leadership role in acquiring new customers, fortifying existing customer relationships, boosting sales, enhancing Customer Lifetime Value and augmenting GESCPL's share of voice in the market.

Palani, a Digital Marketing & Analytics Veteran, holds two and half decades of experience spanning across verticals such as Banking, Investments, Real Estate, Education, Fashion, Hospitality, Health, FMCG, Software, Server, Storage & Cloud domains. His diverse skill set includes Digital Operations, Demand Generation, Customer Experience Management (CEM), Customer Data Platform (CDP), Competitive Intelligence, Marketing Automation, and Strategy.

Palani, formerly at Hewlett Packard Enterprise, excelled in digital marketing, delivering cost-saving insights and implementing effective campaigns for renowned organizations. Palani has been associated with various schools and colleges since 1996 to foster Industry-Institute relationship. He is also an active member of the Start Up community, helping them in their CX, CDP & Measurement Strategy."

Welcoming Palani B, **Pirojshaw (Phil) Sarkari, MD and CEO, Gati Express and Supply Chain Pvt. Ltd. (GESCPL)** said, "Palani's extensive industry knowledge and expertise align with GESCPL's commitment to innovation, excellence, and customer-centricity. His leadership is poised to drive the company's digital transformation journey, creating a more customer-focused and data-driven approach in the rapidly evolving logistics landscape. We are thrilled to welcome Palani as our new Digital Head, with his exceptional expertise, honed through successful collaborations with global organizations, we are confident that Palani will bring a wealth of experience to our team, driving our digital presence to new heights".

Commenting on his appointment, **Palani B, Head Digital Marketing, Gati Limited** said, "I am delighted to be a part of GESCPL, a pioneer in express logistics. I am a firm believer in Collaborative Intelligence and I feel privileged to get an opportunity to collaborate with the team of experts with exceptional calibre at GESCPL. I am looking forward to leveraging each other's expertise and diverse skill sets to drive strategic brand and marketing Initiatives to build superior customer engagement. We are committed to delivering measurable results for all our stakeholders."



### **About Gati Limited (BSE: 532345 NSE: GATI)**

Founded in 1989, Gati is one of India's premier Express Distribution companies. With a strong presence across Asia, including a nationwide network that covers 99% of the country's districts, Gati's unparalleled reach creates the unique advantage of covering every part of India. Gati's integrated and IT-backed multi-modal network allows it to offer end-to-end supply chain solutions specific to varied business requirements. The strategic collaboration with Allcargo enables Gati to leverage the strengths of Allcargo's global network operating in more than 180 countries and enhance its products and services portfolio. Key business verticals of Gati include Express Distribution, Air Freight, E-commerce, First and Last Mile Logistics, etc. Gati also offers exclusive B2C services like Laabh, Bike Express, Student Express, and others. Its services and solutions have been designed to be flexible and scalable to meet the needs of different businesses across various industry sectors. Gati has always adhered to the highest corporate governance standards and continues to direct efforts towards enhancing its people, technology as well as business processes and operations on a regular basis.

**For more details:**

**Visit:** <https://www.gati.com/>

**Contact: Pooja Singh:** [pooja.singh@allcargologistics.com](mailto:pooja.singh@allcargologistics.com)