FOUNDER

Subhasish Chakraborty

- He is the founder, Chairman and Managing Director of the company.
- He is a Gold medalist in Chemistry from Calcutta University.
- He worked at worked at Peerless Insurance before founding DTDC.

WEBSITE

- **dtdc.com**
- **dtdc.in**

TAGLINE

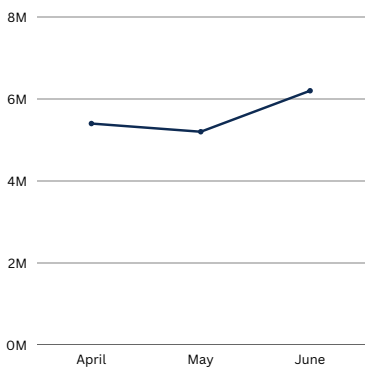
"Delivering Value"

ABOUT

- DTDC stands for **"Desk to Desk Courier and Cargo".**
- It provides businesses and individuals with a wide range of express parcel services, international shipping, and logistics solutions.
- It was founded on **26th July 1990** in Bangalore.
- It is **headquartered in Bangalore**, Karnataka, India.
- It covers **over 10,000 pin codes within India** and handles more than **12.5 million packages every month**.
- The organization **services 240+ destinations worldwide** including the USA, UK, Canada, UAE, Australia, Singapore, and all major Asian countries, through its own offices & JVs, Strategic Partner-DPD Group, Alliances & Tie Ups and other Network Partners.

EXPERIENCE

- **Website Traffic**



- **Website Ranking**

-Global Rank: 12928
-Country Rank (India): 986
-Category Rank (Shipping & Logistics): 2

Source: similarweb.com

FEATURES OF DTDC

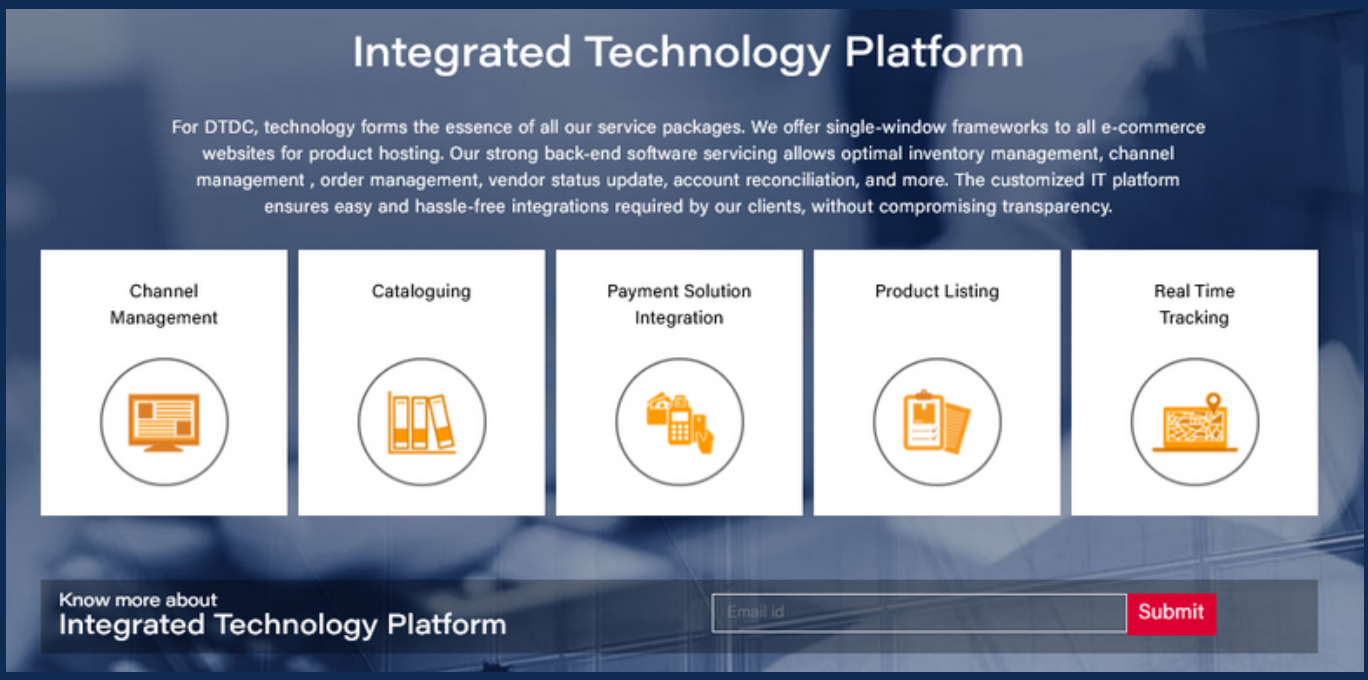
Cross Border Management:

- **Cross Border Management** is not just limited to offering services across the globe but it is about using expert e-commerce research to connect all of the dots and link all of the supply chain elements at competitive costs.

- The company has a tailored set of logistical solutions that guarantee to take up its client business to new heights.

FEATURES OF DTDC

Integrated Technology Platform:



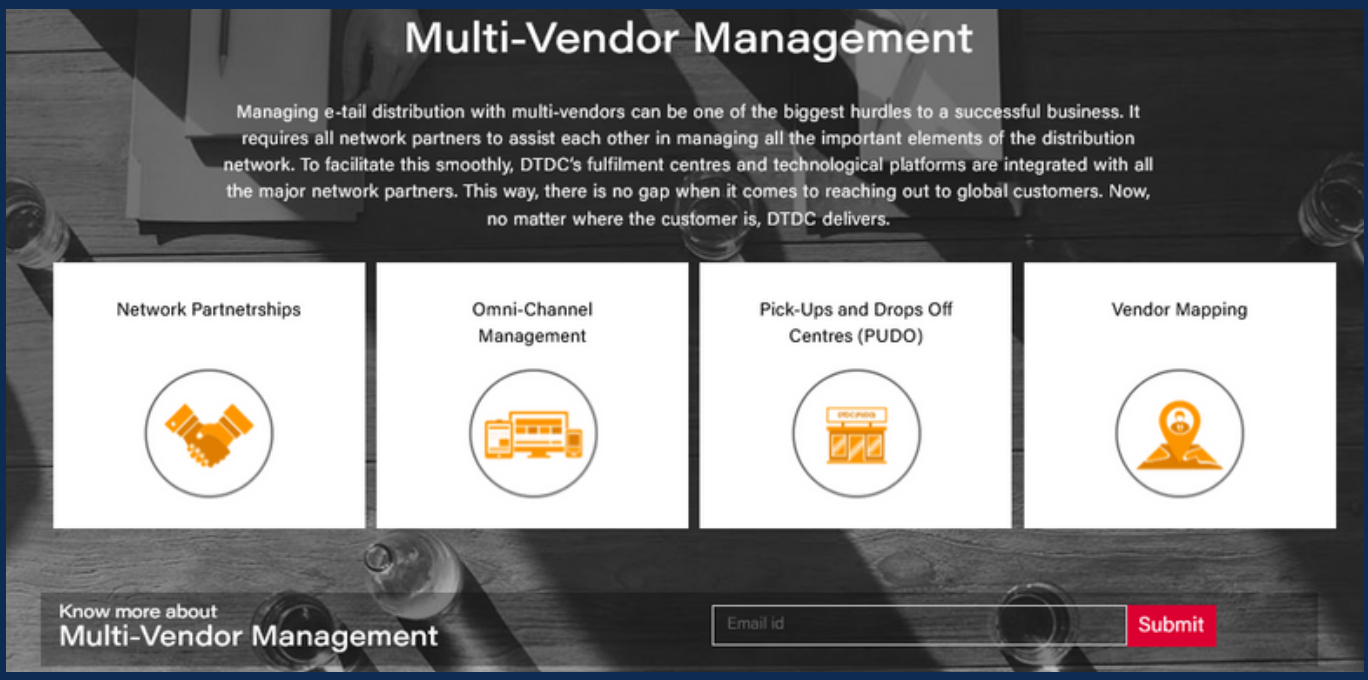
- DTDC offers single-window frameworks to all e-commerce websites for hosting customers' products.

- The customized IT platform ensures easy and hassle-free integrations required by the clients, without compromising transparency.

- Their excellent back-end software support enables effective inventory management, channel management, order management, vendor status updates, account reconciliation, and other services.

FEATURES OF DTDC

Multi-Vendor Management:



- For companies to manage e-tail distribution with several vendors might be one of the most difficult challenges in running a successful business.

- To facilitate this smoothly, DTDC's fulfillment centers and technological platforms are integrated with all the major network partners.

- There would be no gaps in reaching out to clients around the world in this way. It sends packages to clients wherever in the world.

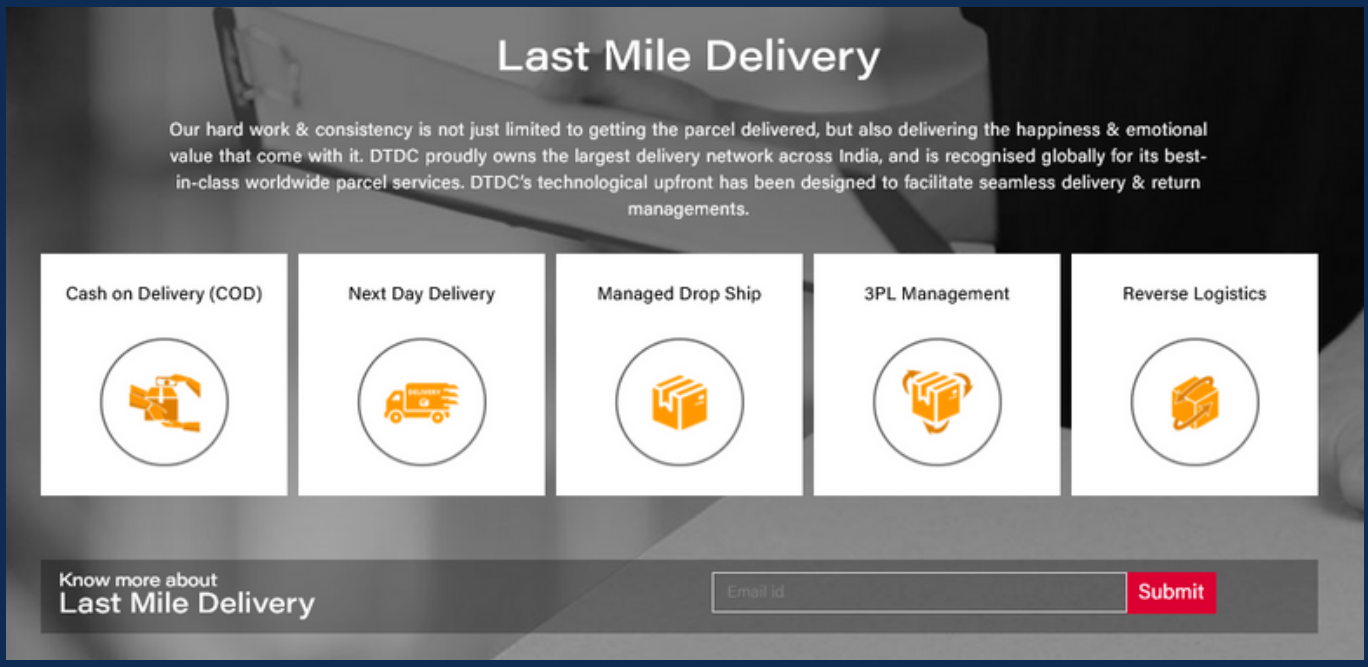
FEATURES OF DTDC

Warehousing & E-Fulfilment:

- DTDC along with parcel delivery services also offers warehousing and fulfillment services.
- Its fulfillment centers are built to ensure that all order fulfillment processes, from order receipt to product delivery, go without a hitch.
- Their top-notch warehouse management solutions are designed to ship thousands of orders of any size quickly and effectively.

FEATURES OF DTDC

Last Mile Delivery:

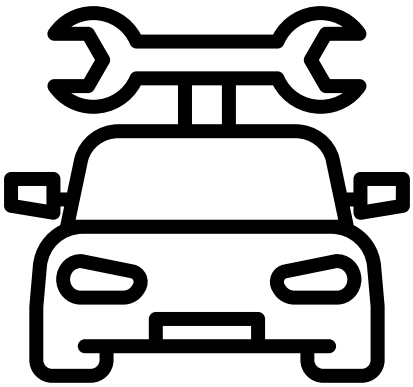


- DTDC is proud to hold India's largest delivery network and is renowned throughout the world for offering top-notch services for sending foreign packages.

- The DTDC technology foundation was developed to assist in efficient delivery and return handling.

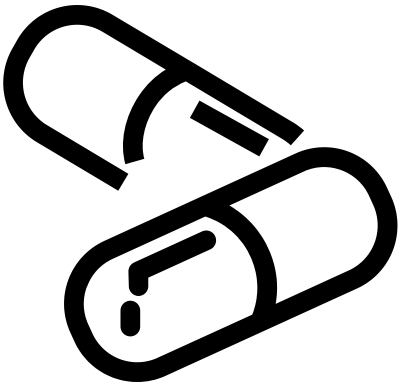
INDUSTRY SOLUTIONS OF DTDC

AUTOMOBILE INDUSTRY



- They have a strong presence in all major automobile manufacturing clusters as well as an extensive delivery network in Tier 2 & 3 cities.
- This enables their clients to transport spare parts, accessories, and much more to their dealers and customers in a timely and cost-effective manner.

PHARMACEUTICAL INDUSTRY



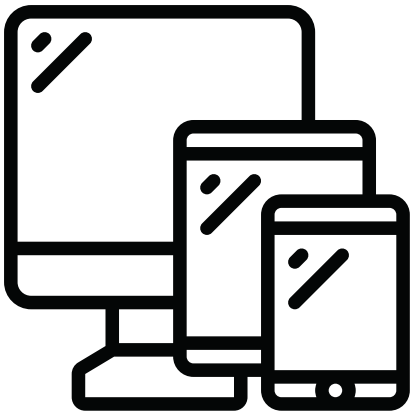
- Pharmaceutical companies require temperature-controlled shipments to transport critical items such as medicines and vaccines.
- They use a special packaging solution with up to 28 liters capacity and offer multiple cooling agents as per the client's refrigeration requirements.
- Their cutting-edge IoT-enabled solution allows the clients to track their packages in real-time and monitor their temperature, humidity, and shock impact during shipping.

FASHION INDUSTRY

- It provides end-to-end logistics solutions to premium brands in the fashion industry.
- They offer appointment-based direct-to-store, warehouse-to-warehouse/fulfillment centers, and multi-brand outlets (MBO) delivery and returns solutions.

INDUSTRY SOLUTIONS OF DTDC

CONSUMER DURABLES AND ELECTRONICS



- They serve as a third-party logistics provider to retailers and e-commerce merchants including some of the leading consumer electronics companies in the world.
- With a vast network of automated hubs, warehouses, and operational facilities, they enable electronics companies to deliver all over India within the shortest possible time frame.

BANKING AND FINANCIAL SERVICES

- Through their pan-India presence, covering over 96% of the population, they enable banks and financial service providers to improve the accessibility of their services.
- Additionally, they provide a secure KYC-enabled delivery solution for their shipments adhering to industry standards.

IT INDUSTRY

- Organizations often use services to deliver work-from-home devices such as laptops, desktop computers, tablets, and mobile phones to their employees' homes.
- They offer quick day-definite deliveries and peer-to-peer deliveries while keeping both convenience and transparency intact.
- They also offer reverse delivery services whenever our clients' employees need to return equipment to the office.

BUSINESS MODEL

- **Courier and Parcel Services:** They offer domestic and international courier services, catering to a wide range of customers, including individuals, businesses, and e-commerce sellers.
- **E-commerce Logistics:** They provide end-to-end e-commerce logistics solutions, including order fulfillment, warehousing, last-mile delivery, and reverse logistics.
- **International Shipping:** DTDC handles international shipments, including documents, packages, and commercial cargo, making it easier for businesses to connect with global markets.
- **Warehousing and Fulfillment:** DTDC offers warehousing and fulfillment services, providing businesses with efficient storage and order-processing solutions.
- **Technology Integration:** They provide an online tracking system that allows customers to monitor the status of their shipments in real-time.
- Additionally, they offer digital tools and platforms to streamline processes and improve customer experience.
- **Customized Solutions:** DTDC offers customized solutions to cater to specific requirements of the logistics industry. This includes tailored delivery schedules, specialized packaging, and dedicated account management.
- **International Partnerships:** They have partnerships with international courier and logistics companies to handle shipments outside India. Revenue may be generated through commissions or service fees in such collaborations.

MARKETING STRATEGY

Product Strategy:

- It offers freight management services at international levels, supply-chain solutions, express services of premium quality, and domestic services.
- It offers multiple courier services – **DTDC Lite, DTDC Plus, DTDC Blue, and DTDC Prime.**

Place Strategy:

- Its network has spread to 3700 locations in India and includes both urban and rural areas.
- It has business arrangements and strategic tie-ups with key players at the international level to provide its services to more than 240 locations.

Price Strategy:

- It has stepped up the standards of Logistics Companies in India with the **introduction of the Franchisee concept.**
- It adopted a reasonable pricing policy to retain its customer base and to tackle its competitors by providing clients affordable rates.

Promotion Strategy:

- During festivals especially Diwali it offers incentives like sending gifts and parcels to near and dear ones at concession rates.
- It has used the print media to create hoardings and advertise its services in newspapers and through visiting cards.
- It has also taken the help of celebrities to promote its brand. Former cricket and Indian captain Sourav Ganguly has been roped in as a brand ambassador.