

## Courier Co DTDC to Spruce Up its Ecomm Business

**Anirban.Chowdhury**  
@timesgroup.com

**Mumbai:** Courier services firm DTDC plans to increase focus on its e-commerce business by investing in infrastructure and technology as well as expanding to smaller cities leveraging its vast network across the country, a senior executive said Thursday.

"India is fast becoming the hub for e-commerce activity in this region," Abhishek Chakraborty, executive director of the express logistics and courier company told ET in an interview, explaining the rationale for the focus.

The company has opened 8 e-fulfilment centres or packing warehouses across the country and plans to take the total number up to 15 by the end of this fiscal year, said Chakraborty. It is looking at locations such as Mumbai, Hyderabad and Chennai and at a later stage smaller cities such as Surat, to set up the warehouses.

The e-commerce related logistics market in India grew at a 105% compounded annual growth rate in 3 years between FY11 and

FY14 to \$690 million, while the organised air/ground express industry grew 14%/-19% to \$500 million/\$680 million, according to a report by Goldman Sachs on India internet last year. Driven by the growing e-tailing demand, the order volume for e-commerce shipments will increase 13 times between 2014 and 2020 and overall volume of e-commerce orders will amount to 2,000 tonnes per day by 2020, said a IIFL report on internet last year.

**Go to invest in infrastructure and technology, expand into smaller cities**

DTDC's revenue from e-commerce accounted for 3% of the total 3 years back and now accounts for 10%, with the business growing at 80%-85% every year in the last 3 years.

"Network is our strength," said Chakraborty as a rationale for looking at smaller towns to set up fulfilment centres.

DTDC covers more than 10,000 pin codes (more than 2,000 towns and villages) across the country.