



Franchise facts

Sector: Courier & Cargo
Investment: Rs. 75,000-1.5 lakh
Area: 75-300 sq. ft.
Location: All over India
RoI: 30%
Expected break-even: 4-9 months
Franchise Units: 5,800+
Expansion Plans: International growth through subsidiaries, joint ventures and franchises

Delivering **SUCCESS**

DTDC has witnessed unprecedented growth since the time it was established in 1990 and today it is a strong household brand. With 31 per cent growth in the domestic business and over 40 per cent in international business, the company is soaring high.



SUBHASISH CHAKRABORTY

Chairman and Managing Director, DTDC

“Today, DTDC has strong international presence. It has presence via subsidiaries, joint ventures and franchisees abroad. In each country, it is present through varied models.”

THE Logistics industry has become an essential part of every economy, impacting every other industry in one way or another. An important player of the sector, DTDC has the largest network in the country in the private sector with over 5,800 successful franchisees all over the country. Soon after the inception of DTDC, its Chairman and Managing Director, Subhasish Chakraborty, conceived the idea of expanding its network through franchise model to enable deeper and faster penetration of its network across the country, while simultaneously capitalizing on the resources and skills of potential small entrepreneurs. Being one of the most renowned and established brands in the Express industry, the brand offers low cost franchise opportunities to

BRAND'S SUCCESS

MANTRA: The franchisee business model gave DTDC the first mover advantage in terms of reach, which is a key requirement and also the USP for it.

prospective franchisees. Connecting with DTDC, the franchisee is aided with benefits manifold including access to the largest network among its competitors, operational support at every step and systematic guidance from management. Most significantly, DTDC ensures that its franchisee starts earning from day one and has monthly cash flow.

Brand Development

Although DTDC is growing strongly across the country, their regional offices in south and north zone are growing at a faster pace than other zones. Having a strong presence across the nation via 5,800 franchisees, 82 super and master franchisees and 256 company operated offices, DTDC further mulls expansion by opening branches or franchisee counters in 'B' and 'C' categories. For the brand, its unique franchise-based model



has become the cornerstone for its success story and has inspired many in its industry to emulate it. DTDC plans to replicate it internationally.