



DTDC-Delivering Value by Making Life Easy



TRACING THE ROOTS

It was just two decades ago that a pioneer in the Indian logistics industry started its operations under the able leadership of Mr. Subhasish Chakraborty and laid the foundation of a franchisee model that became the propeller of growth for the company itself and a benchmark for the industry as a whole. It is this model that has helped the company in attaining one of the largest networks in the nation with offices in every nook and cranny of India. Started in 1990, DTDC Courier & Cargo Ltd is counted amongst the leaders in the logistics industry due to its phenomenal growth since inception. It has expanded rapidly to cover the entire nation with a wide network of 5600 franchisees, to serve as a provider of end-to-end logistics solutions.

Four years into its inception, the company had already found its feet in the market and was consolidating its domestic operation. It was at this point, in 1994, that it started planning for its foray into the international market understanding the need for a logistics solution provider to have a network that spans not only India but the entire globe. Thus DTDC expanded its operation and by the early 2000s had a presence in major international destinations that had a large presence of the Indian Diaspora like the UK, the United States and UAE. Soon after going global, it realised the need of upgrading standards to be able to compete with its international competitors that already had a firm hold on those markets along with a well established network and recall. It introduced its premium services that are at par with the best in the world. Even today it continues to lay equal importance on further expansion of its network and increasing the quality of its services in terms of the variety of offerings & customer satisfaction.

THE INDIAN POWERHOUSE SHOWCASE

The company has been able to attain as well as retain its leadership position by providing its consumers with the best there is to offer in terms of logistics and

that includes services that fulfil the specific needs of the consumer. DTDC provides basic services like Air Express that deals with the delivery of small packages, Air Cargo and Surface Cargo that deal with heavier packages and specialised handling of e-commerce deliveries across major Indian cities. Apart from these, the company also provides more specialised premium services like DTDC Plus that ensures next business day delivery and Prime Time Plus that ensures time definite next business day delivery by 10:30 am or 12:00 noon. Today DTDC is the only company in India to fly a person as a passenger on commercial airlines to hand carry customer's critical packages. DTDC is diversifying into retail businesses like e-commerce, Travel Ticketing, Bill Payments, Office Solutions etc. DTDC has also started Supply Chain Training Institute where it trains professionals in the logistics field. Its latest offering has been Supply Chain Solutions and the DTDC New World Store, its retail venture. With capabilities spanning the entire logistics value chain, the company is all set to scale new heights with its upcoming national and international ventures.

THE WINNING CHEMISTRY

The company has set itself apart from the competition by working around the needs of the consumer and providing him with a speedy, efficient, trustworthy end-to-end logistics solution that is not only at par with the best in the world but also one of the most affordable. DTDC has worked at expanding both its network (domestic and international) and reach in terms of services offered. It already has a strong presence in the tier 1 and tier 2 cities with plans of penetration to the tier 3 locations as well. Apart from its success in the domestic arena that is driven by its unique franchisee model which encourages business ownership, the company's global expansion plans are based on carefully planned demographic studies of the geographical areas it plans to enter. It already has services that reach over 250 global destinations. It has chosen to first move to countries that have a large presence of Indians like the UK and UAE where it can build upon the familiarity and trust that it has gained domestically while reaching out to the international audience as well. This along with some critical partnerships & strategic alliances has helped it in garnering immense success in the international space and repeating its domestic success story globally.

POWER COMMUNICATION

In the logistics industry it is always the trust of the customer, gained through dedicated

service that helps a company in increasing its brand value and the work that DTDC has done over the years is enough to market itself to both the B2B and B2C segments. It has been the trusted logistics service provider for various corporates in industries such as banking, insurance, telecom, manufacturing and IT. The wide network of the company, covering the length and breadth of the nation ensures brand visibility. It provides the consumer more than value for money, it provides him with world-class services at the best prices in the nation. The company believes that if the quality of services provided is excellent, happy customers provide the best publicity for the company. The success story of the company is the very validation of this belief.

THE ULTIMATE BENCHMARK OF ACHIEVEMENT

Mr. Subhasish Chakraborty, CMD and founder of DTDC Courier & Cargo Ltd. is a figure that is well recognised in the corporate fraternity for the contributions he has made not only towards the logistics industry in India but also as an entrepreneur to the economy. It is in recognition of this very fact that he was honoured with the distinction of being the 'Entrepreneur of the Year' in the 'Entrepreneur India Awards 2011' by Franchise India. It is recognition of not only the man behind the company but also the achievements of the company itself. The company also won the 'Best In Class Franchise Company' award in its category for the fifth consecutive year. This award conferred by 'Franchise World' is recognition of leadership position of the company in its category due to the tremendous work done by it over the years.

THE INDIAN QUOTIENT

DTDC has contributed to the development of the industry and has encouraged entrepreneurship as a mode of living in the economy through its unique franchisee model. It has been a forerunner in fulfilling its due responsibility towards the economy, nation and the environment and has set an example for the rest to follow.

The 'Sri Subhasish Chakraborty Foundation' is its newest venture to strengthen the social fabric of the nation. Inaugurated on 15th October 2011, the foundation will focus on the right of education, providing health and hospital services to the underprivileged, building sewage system in villages, old age and orphanage homes, and providing scholarships to merit as well as underprivileged students.

It has also been an avid supporter for environment preservation and energy conservation

activities, the Go Green and Adopt a Tree Initiatives being proof of the same.

GEARING UP FOR THE FUTURE

The company, despite all its present achievements, chooses not to rest on its laurels and has charted out major expansion plans, both nationally and internationally. It plans to penetrate further into the tier 3 locations to further expand its reach and sees the south East Asian market and China in particular as a land for opportunity, as it seeks to propel its growth through two fastest growing economies of the world. DTDC aims to provide seamless, efficient and trouble free logistics services to its consumers not only in India, but the world over. The company's ultimate aim is to become the most preferred end-to-end Logistics, Express & Retail Services conglomerate with comprehensive Global Reach and to be a billion dollar enterprise by 2020.

BRAND GUARDIAN



Subhasish Chakraborty
Founder Chairman & MD

Mr. Chakraborty has pioneered the franchisee business model in the courier industry. Under his leadership DTDC entered its third decade of operations in India and remains a front runner among the leading express companies across the country. He has been instrumental in DTDC's success in India and in building an efficient international network spanning 250+ global destinations.