

## Pitney Bowes signs deals with India's Gati and Flipkart and Australian cosmetics retailer

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As part of its partnership with Gati-KWE, a leading Indian express distribution and supply chain solutions provider, Pitney Bowes has recently installed its TrueSort automated parcel sorting solution at Gati's operations.

The automated TrueSort system can process a combination of parcels, polywrap bags, magazines and flats with speed and precision. Its flexible design allows businesses to customise and expand their sorting solution to meet changing needs with minimal downtime and cost. The system leverages Pitney Bowes proprietary Business Logic Processing (BLP) software which provides access to the full parcel processing data stream for tracking, reporting and making critical business decisions.

"E-commerce is growing exponentially in India, driving innovation in parcel shipping technologies. The Pitney Bowes TrueSort integrates seamlessly into our system, enabling us to sort packages faster and more efficiently. It is a win-win. The solution is helping Gati bring efficiency into its fulfillment operation," Dhruv Agarwal, Chief

Strategy Officer, Gati Limited, said.

Founded in 1989, Gati operates across the Asia Pacific region. The company needed an efficient automated solution to help manage its large parcel volumes and selected the TrueSort system for its "accuracy" and "flexibility". "TrueSort can be customised and optimised based on the size, type and volume of parcels being managed, and the delivery times specified by service agreements," Pitney Bowes stressed.

In a separate agreement, India's major e-commerce retailer Flipkart recently deployed Pitney Bowes's OneSort automated data capture system which is an "all-in-one data capture solution". OneSort enables users to instantly process instructions for labeling, routing, postal documentation, client billing, and custom reporting while receiving full access to business critical information via a comprehensive data stream. "It is the ideal solution for mailrooms, warehouses and shipping centers looking to improve parcel management efficiency," Pitney Bowes explained.

The OneSort Business Logic Processing (BLP) software seamlessly interfaces with business rules, informing operators through a customisable user interface.

"As more businesses are faced with the growing complexity around parcel shipping, Pitney Bowes is committed to increasing its

investments and participation in the market with new hardware, software and service offerings. The TrueSort and OneSort automated systems enable both small businesses and enterprises to consolidate parcel shipments and provide more accurate, timely delivery,” Jason Dies, President, Pitney Bowes Document Messaging Technologies, said.

According to the Pitney Bowes Parcel Shipping Index, parcel volumes across the globe are expected to grow by 20% by 2018. In India, parcel volumes grew by 8.2% to 34 billion parcels in 2015.

The results of the third annual Pitney Bowes Global Online Shopping Survey showed that a greater percentage of the Indian population is now shopping online than before and that they are doing it with greater frequency. Most shoppers say that they shop online on a monthly basis (45%), or on a weekly basis (38%). To find products online, 81% of shoppers in India choose online marketplaces, 41% use search engines and 37% shop with mobile apps.

In Australia, Pitney Bowes signed up the cosmetics retailer Adore Beauty helping it expand its business on a global level via the Borderfree offering. “Adore Beauty is now a globally-optimised e-commerce site, bringing their coveted brands and unique cosmetics, skincare and beauty products to shoppers around the world,” Pitney Bowes announced this week.

The cross border e-commerce offering from Pitney Bowes provides a localised shopping experience, handles payments and landed costs and ensures that deliveries are made safely and efficiently.

“Adore Beauty is already Australia’s leading online shopping destination for beauty products and cosmetics and, this year, we sought to expand our footprint globally by partnering with Pitney Bowes. Through this partnership, we are able to offer thousands of our wonderful products to more than 150 countries and territories thanks to the technology, which offers a seamless localised experience to customers,” Kate Morris, founder and CEO of Adore Beauty, said.

Lila Snyder, Executive Vice President and President, Global Ecommerce for Pitney Bowes, added: “With a growing international fan base, Adore Beauty is now ideally positioned to connect with global online shoppers. We are excited to partner with Adore Beauty on this exciting opportunity to expand globally.”

As a global technology company, Pitney Bowes provides products, solutions and services in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global e-commerce.

Source: [CEP-Research](#)

