India’s Premier Ecommerce Companies Embrace Pitney Bowes Parcel Sortation Solutions

NEW DELHI, February 28, 2017 - Pitney Bowes Inc. (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced two new clients for its emerging parcel sortation business in India. Gati Limited and Flipkart will be more efficiently managing parcel shipments with the Pitney Bowes TrueSort automated parcel sorting system and the Pitney Bowes OneSort automated data capture system.

Gati-KWE and TrueSort

Pitney Bowes, in partnership with India’s largest intralogistics automation integrator, Armstrong, recently installed a TrueSort automated parcel sorting solution at Gati-KWE, India’s leading express distribution and supply chain solutions provider.

“Ecommerce 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,” said Dhruv Agarwal, Chief Strategy Officer, Gati Limited.

Founded in 1989, Gati is recognized as India’s pioneer in Express Distribution and Supply Chain Solutions. Its operation spans the Asia Pacific region. Gati required an efficient automated solution to help manage its large volume of parcels. They selected the TrueSort system for its accuracy, as well as its flexibility. TrueSort can be customized and optimized based on the size, type and volume of parcels being managed, and the delivery times specified by service agreements.

The automated TrueSort system is capable of processing a combination of parcels, polywrap bags, magazines and flats with speed and precision. Its flexible design allows businesses to customize 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; the same software that drives the company’s popular line of letter sorters. The BLP software provides access to the full parcel processing data stream for tracking, reporting and making critical business decisions.

Flipkart and OneSort Automated Data Capture

It was brand reliability – along with the automated sortation solutions from Pitney Bowes – that appealed to Flipkart, a leading ecommerce company in India that recently deployed the Pitney Bowes OneSort system.

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.

OneSort is available as a stand-alone dimensioner with or without a scale, or as a highly integrated workstation featuring simultaneous dimensioning, weighing, barcode reading, OCR, image capture and label creation. The OneSort Business Logic Processing (BLP) software seamlessly interfaces with business rules, informing operators through a customizable 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,” said Jason Dies, President, Pitney Bowes Document Messaging Technologies.

With the continued rise of global ecommerce, the instant nature of online shopping is altering buyer expectations for speed of delivery. The increase in online shopping presents more revenue-generating opportunities, prompting businesses to find fast, affordable ways to deliver a growing number of packages to a wider range of domestic and global customers. In addition to TrueSort and OneSort, Pitney Bowes offers a range of solutions that integrate physical and digital processes to streamline shipping and mailing.

Parcel Shipping and Online Shopping Trends in India

According to the Pitney Bowes Parcel Shipping Index, parcel volume is expected to grow by 20% globally by 2018. In India, parcel volume grew by 8.2 percent to .34 billion parcels in 2015, and the industry spend increased 17.2 percent to ?110.15 billion.

The results of the third annual Pitney Bowes Global Online Shopping Survey show that not only is a greater percentage of the Indian population shopping online, but 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.

About Armstrong

Armstrong is one of the leading system integrators in India providing factory automation and warehousing solution. For over two decades, Armstrong has built solutions for various verticals, including FMCG, retail, food and plastic films. Their major clients are Unilever, ITC Ltd, Wrigley, BOSCH, Cadbury, Reliance, Haldiram's, Kellogs, Heinz, Nestle, Pepsi co, @home and Mondelez International.

About Flipkart

Flipkart is India's largest ecommerce marketplace with over 60% market share of mobile commerce. With a registered customer base of 75 million, Flipkart offers more than 30 million products across 70+ categories including Smart Phones, Books, Media, Consumer Electronics, Furniture, Fashion and Lifestyle.

About Gati Limited

Gati Limited (www.gati.com) is the pioneer and leader in Express Distribution and Supply Chain Solutions in India and delivers 2.5 lac packages per day. Starting from a niche cargo management company in 1989, Gati has grown into an organization with over 3100 business partners and a pan?India network that reaches 672 of the 674 districts in India. Gati has an ambient vehicular fleet exceeding 5000 in number. In addition, it runs a temperature?controlled fleet of more than 200 refrigerated vehicles, and also operates numerous world?class warehousing facilities across India. Gati has established a strong market presence in the Asia Pacific region and in SAARC countries with offices in India, Singapore, China, Nepal and Thailand.

About Pitney Bowes

Pitney Bowes (NYSE:PBI), is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions and services from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.