

PRESS RELEASE

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DTDC selects the Open Pricer platform to accelerate its growth in the Indian market

DTDC Express, one of India's leading integrated logistics providers, has selected Open Pricer, a cutting-edge cloud pricing platform to support its growth in the Indian market. The collaboration will enable DTDC to use dynamic pricing to optimize the price of its contracts while maintaining competitiveness in the market.

With a vast network of over 14,500+ customer access points, covering nearly 96% of India's population, DTDC Express has positioned itself as a leader in the Indian parcel delivery landscape. The company offers unparalleled customer experience and value through its Express Parcels, International and Integrated eCommerce Logistics Verticals.

Open Pricer, is a cloud-based pricing platform that empowers logistics providers to sell smarter and faster, improving their financial performance. This collaboration empowers DTDC's direct and channel sales teams by providing advanced pricing tools which enable quicker and more accurate quoting for new opportunities, ultimately leading to increased conversion rates and fairer margins. DTDC is committed to delivering enhanced value to its valued customers through this strategic alliance.

Speaking on the development, Abhishek Chakraborty, Executive Director, DTDC Express Ltd. said that: *"Our adoption of Open Pricer, showcases our commitment towards adopting the best of technology to create value for our customers. DTDC is undergoing a complete business transformation journey, aimed at enhancing our ecosystem of Customers, Partners, and other Stakeholders. We plan to continue to invest in advanced data analytics solutions in the future that will further accelerate efforts to provide enhanced customer experience across our Express Parcels, International and Integrated e-commerce verticals. Further, we plan to bring cutting edge end mile solutions such as PuDo and pursue adoption of novel technologies such as Generative AI and Machine Learning."*

ABOUT DTDC

DTDC Express Ltd is India's leading integrated express logistics company offering domestic and international services. DTDC offers a comprehensive range of technology-enabled logistics services, serving a wide spectrum of customers across diverse industry verticals. Today, DTDC operates India's largest physically accessible express logistics network and has over 14,500+ exclusive channel partners which contribute to its sales and service capabilities.

For more information, please contact

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ABOUT OPEN PRICER

Open Pricer cloud-based pricing platform empowers logistics providers to sell smarter and faster, improving their financial performance. This solution is based on our extensive experience gained from working for many years with global market leaders. It helps carriers to improve pricing strategy, build more accurate quotes, optimize price increase campaigns, effectively monitor contracts to retain customers and maximize their lifetime value.

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