

## Ecom Express Unveils New Brand Identity

**National, 23<sup>rd</sup> August, 2024:** [Ecom Express Limited \(“Ecom Express”\)](#), India’s only pure-play B2C e-commerce logistics solutions provider as of the Financial Year 2024 (Source: RedSeer Report) operating a pan-India express logistics network, has unveiled a new brand identity. This transformation reflects the company’s conscious commitment to being customer-focused, including addressing specific customer category needs, a focus on customer-facing metrics and key result areas, and seamlessly integrating innovative technology across its pan-India express logistics network, achieving speed, agility along with the widest levels of network reach, to deliver a customer-focused approach.

This rebranding initiative features a vibrant, forward-thinking logo and a refreshed visual identity that symbolizes Ecom Express’s pursuit of excellence. The new logo, with its forward-moving arrow enclosed within a square, embodies the company’s commitment to deliver. The ingenious integration of the letter “E” stands for Expression, Innovation, and Progress, while the bold magenta color embodies the spirit of bravery, self-expression, and unyielding strength—. Ecom Express is reintroducing itself with a new identity and a vibrant color—Magenta. This rebranding represents a renewed commitment to their customers, partners, and team. Ecom Express is determined to simplify and democratize logistics for everyone, everywhere,.

Elaborating on the vision behind the transformation, **Ajay Chitkara, CEO and MD of Ecom Express**, said, *“Ecom Express has consistently earned the trust and admiration of our partners, patrons, and customers. As we advance to greater heights, our refreshed brand identity signifies a reaffirmation of our customer-first approach. We are committed to integrating robust technology and innovation to deliver reliable, high-speed services with the widest network reach, all while optimizing operational efficiency and flexibility. He added, “This transformation also strengthens our commitment to our employees and delivery partners, who are fundamental to our business. Our new identity is a testament to our promise of excellence and dedication to redefining logistics through advanced technology aimed at making life easier for all types of customers.”*

Ecom Express's new logo is a symbol of its commitment to core values. Each element of the logo embodies Ecom Express's focus on enhancing customer welfare, and fostering a diverse and inclusive environment.

**About Ecom Express:** Ecom Express is India’s only pure-play B2C e-commerce logistics solutions provider as of the Financial Year 2024 (Source: RedSeer). Ecom Express operates a pan-India express logistics network covering first-mile pick-up, mid-mile transportation and last-mile delivery as well as reverse logistics (i.e., returns) and fulfilment services (i.e., warehousing). By providing essential logistics infrastructure and leveraging technology capabilities, Ecom Express connects digital retailers and e-commerce platforms to their end consumers across the country. As of March 31, 2024, we had the widest coverage pan-India and in Tier 2+ regions compared to our peers and cover over 27,000 PIN codes (Source: RedSeer Report).

**For more information, please visit:**

<https://ecomexpress.in/>

### **Disclaimer**

*Ecom Express Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offer of its equity shares and has filed a draft red herring prospectus dated August 15, 2024 (“DRHP”) with the Securities and Exchange Board of India (“SEBI”) and the stock exchanges. The DRHP is available on our website at <https://ecomexpress.in/> as well as on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), on the website of Lead Managers at Axis Capital Limited at [www.axiscapital.co.in](http://www.axiscapital.co.in), IIFL Securities Limited at [www.iiflcap.com](http://www.iiflcap.com), Kotak Mahindra Capital Company Limited at <https://investmentbank.kotak.com> and UBS Securities India Private Limited at [.ubs.com/indiaoffers](http://.ubs.com/indiaoffers) and the websites of the stock exchange(s) at [www.nseindia.com](http://www.nseindia.com) and [www.bseindia.com](http://www.bseindia.com), respectively. Any potential investor should note that investment in equity shares involves a high degree of risk and refer to the Red Herring Prospectus, including the section titled “Risk Factors” of the Red Herring Prospectus when available, for details. Potential investors should not rely on the DRHP for any investment decision.*

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