

## Press Release

### **Anchanto and BGroup Logistics Join Hands to Take Ecommerce Fulfillment and Logistics to New Heights in Asia and Europe**

**December 1, 2016, Singapore** – Anchanto, the leading e-commerce logistics and selling platform headquartered in Singapore announced a newly signed partnership with BGroup Logistics (BGroup), a leading international logistics provider with a strong focus in fashion, with presence in Europe, US and across eight markets in Asia namely Bangladesh, Cambodia, China, Indonesia, Hong Kong, Singapore, Thailand and Vietnam.

As part of this partnership, BGroup is implementing Anchanto's *E-commerce Fulfillment and Warehouse Management* SaaS platform across its 16 warehouses spanning 12 countries in Asia, Europe and North America. From December 5, Group's 120,000 square feet fulfillment center in Singapore will provide the e-commerce fulfillment operations of Anchanto's existing customers.

BGroup joins Anchanto's Global Fulfillment Network providing B2B and e-commerce B2C fulfillment to its existing and new customers – integrating them seamlessly with Anchanto's technology. BGroup and Anchanto will now offer Omni-channel fulfillment from the same warehouse.

"We have built a best in class Enterprise Ecommerce Fulfillment SaaS platform for 3PLs and national posts by running logistics business in Singapore on our own for the last five years. Now, we enable leading global 3PL companies to build Ecommerce Fulfillment businesses by using our technology," said Vaibhav Dabhade, CEO and Founder of Anchanto.

The partnership establishes Anchanto as a global e-commerce logistics SaaS player that is focused on the development of its e-commerce selling and logistics platform, while leaving the warehouse operations to experts like BGroup who will use Anchanto's technology.

"This is a mutually beneficial alliance, we are expert in apparel-related logistics, serving global major brands. Anchanto is an expert in providing a best in class enterprise SaaS platform for B2C e-commerce fulfillment logistics. We aim to provide quality logistics services, powered by Anchanto technology, and adding value to our customers. Using Anchanto software will enable us to provide ecommerce and B2B logistics services to our brands across all our locations", said Gianmaria Beretti, CEO, BGroup Logistics.

Vaibhav further added, "We aim to build a global e-commerce fulfillment network by aligning ourselves with big players in the logistics industry. With BGroup, we have found a great partner who is an expert in logistics and whose expertise will help us to continuously improve our technology not only for B2C, but also for Omni-channel fulfillment."

**END**



### **About Anchanto**

Anchanto SaaS Technology and integration with ecosystem players makes online selling and e-commerce logistics simple for everyone. Anchanto builds an e-commerce ecosystem, enabling and connecting key players across the globe. Anchanto was established on 17 June 2011 in Singapore with the vision "to give customers an enchanting experience" through our software platform and associated services.

With integrated technology and infrastructure in place, Anchanto delivers exceptional service, world-class fulfillment SaaS Platforms, and partnerships that drive value and revenue for clients across all market in Asia. In 2016, Anchanto deployed ecommerce warehouse management system in 9 countries in Asia. Anchanto also launched SelluSeller.com in India and Singapore which lets thousands of merchants list and manage their inventory across marketplaces.

### **About BGroup Asia**

BGroup started in Italy during the 1970s as a company specialized in transporting hanging garments. The business experienced rapid growth and expanded its services include additional restoration services, optimizing costs, goods handling and delivery times for customers.

Today, BGroup is a leading international logistics provider for companies especially catering to the fashion industry. They specialize in textile/clothing sector for stock management of raw materials and finished products. They have a presence globally in Italy, United States of America, Canada, Mauritius, China, Singapore, Hong Kong, Thailand, Cambodia, Vietnam, Indonesia, Philippines and India.

### **For media enquiries, please contact:**

Joachim Leong  
Account Manager, REDHILL Asia  
[joachim@redhill.asia](mailto:joachim@redhill.asia)