

## 'Movin aims to bring in reliable logistics service in B2B space'

### Synopsis

The new logistics brand will serve the needs and demands of the fast-paced Indian market. The name Movin is a combination of Movement and India (movement+India). Movin will offer a range of extensive express and premium service coverage across India with a portfolio of B2B domestic services which will give businesses predictability and greater competitiveness to integrate into the global value chain.



[India](#) is a critical growth market for logistics giant United Parcel Service (UPS) as it aims to provide predictable and reliable service to the B2B domestic market through its new venture [MOVIN](#), a joint venture of [UPS](#) and [InterGlobe Enterprises, Ufku Akaltan](#), President, Indian Subcontinent, Middle East and Africa, of Atlanta-based UPS told ET.

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(MOVEMENT+INDIA).

“MOVIN is currently building and expanding its network especially starting with our people, technology and processes, and partners. Long term leases are part of this game plan to make sure that the network is aligned to customer needs, which is our priority customer experience. So, we're looking forward to expanding even further as fast as we can,” Akaltan said.

MOVIN will offer a range of extensive express and premium service coverage across India with a portfolio of B2B domestic services which will give businesses predictability and greater competitiveness to integrate into the global value chain.

Going forward, the company will continue to expand.

“This will completely depend on the needs of our customers. Our focus is the customer experience. The unique value proposition to the market is B2B, premium, standard, express, domestic products, and whatever is necessary to accelerate the experience expanding into India is what we're going to do,” Akaltan said.

Headquartered in Gurugram, MOVIN has launched operations on Thursday in a phased manner and will ramp up in July of 2022 starting with Mumbai,

Delhi [NCR](#) and Bengaluru - with more expansions to other metros and cities across the nation to follow.

The company will offer last-Mile delivery also, and in some cases, use IndiGo aircrafts also.

“We are working with multiple suppliers across different geographies as we expand across the country. We have multiple partners across the country,” said JB Singh, Director, [InterGlobe](#) [NSE 0.56 %](#) Enterprises, who will oversee the new brand.

The company will gradually move to tier-2 cities as well and start with segments such as electronics, pharma and automobile.

“Once you bring in those processes which are tried and tested in global markets, and give it the flavour of Indian authenticity, and you have the right people to drive that level of commitment and discipline, that's how you deliver. The B2B customer, SME, or a large company can see the movement of parcels. We have a very robust call center which is also looking at the same technology. And we are going to promise single call resolution, which means everyone's super connected,” Singh added.

“We are certain that our foray into logistics with MOVIN will contribute significantly to the rapid development and growth of businesses in India. We look forward to enabling and facilitating trade, commerce and employment through this venture,” added Singh.

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