

FarEye logistics platform bags Amway India contract

To help improve visibility of deliveries

New Delhi February 20, 2017:

FarEye, a logistics technology solutions firm, has signed a contract with Amway India to help increase the visibility of deliveries of customer orders for the direct selling company.

To begin with, FarEye will provide Amway India with visibility into the order delivery process right from the time products move out of the fulfilment centres until they reach the customer or direct seller with the help of third-party logistics partners (3PL).

As soon as the customer or direct seller places an order for a product, the warehouse team prepares a ready-to-ship package and using FarEye's platform digitally notifies one of the multiple 3PL partners. Based on the customer's location and an assigned drop-code, the 3PL partner organises delivery to the customer or direct seller location seamlessly.

The FarEye logistics platform helps 3PL partners with the most efficient routing plan and delivery process. Simultaneously, the delivery teams keep the customer or direct seller engaged by text messaging the status of the shipment through their handheld devices. The device which works well even in 2G environment delivers preset messages indicating shipment location and expected time of delivery.

“We deal with multiple third-party logistics partners and understand that getting real time visibility on the product delivery can be cumbersome. FarEye's technology helps us on this account,” says Diptarag Bhattacharjee, Chief Operating Officer, Amway India.

FarEye's platform lets Amway cut down the delivery cycle time as well as evaluate 3PL partners based on their on-the-ground performance -- separating the star performers from the laggards.

“Engaging customer journeys while maintaining costs are crucial for both retailers and e-tailers. To ensure consistent customer experience most retailers are outsourcing logistics. With mobility solutions, retailers can ensure that their 3PL partners are providing the desired experience,” says Kushal Nahata, Co-founder and CEO, FarEye.

FarEye, the logistics technology platform, serves customers in Asia Pacific, Northern

Africa, Oceania, South Asia, Western Asia and Europe through its offices in Singapore, Dubai and India.

FarEye's mobile platform transforms enterprise operations by providing real-time visibility on the field workforce. FarEye's intuitive dashboard delivers transparency into operations to CXOs who can then better serve their customers. This empowers the enterprises to build a competitive advantage by improving agility.

A user-friendly delivery interface allows a client's mobile workforce to upload task completion reports, escalate issues and order service parts instantly through one-touch handheld devices.

FarEye's route optimisation feature coupled with its Business Process Management capability significantly improves the responsiveness of its client companies.

FarEye counts **aCommerce**, leading e-com service provider in South East Asia; **Namshi.com**, e-com player from Middle East (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE); **Maraxpress**, a West Asian e-com firm; **Zalora**, online fashion retailer spread across Asia Pacific; Australia's **National Product Fulfilment** and Belgian postal service **TBC Post** among others as its customers.

FarEye's global customers in India - BlueDart- DHL and Walmart among others--helped strengthen its leadership position in express logistics segment with over a million shipments a day.

About FarEye:

FarEye's logistics technology solution empowers enterprises to build a competitive advantage by improving agility. Its intuitive dashboards deliver real-time visibility to CXOs to better serve their customers, helping enterprises transform field operations into rule-based process. The solution increases capacity to serve more requests, gives real-time visibility for customer delight and provides CXOs with a dashboard for performance measurement.

A graduate from Microsoft Accelerator programme 2016, FarEye made it to the coveted Deloitte Tech Fast250 Asia Pacific list based on its proprietary technology that solves a critical need of client companies to fuel business operations with efficiency and speed. FarEye's three-year cumulative revenue growth exceeding 200 per cent was a key parameter for its inclusion in the prestigious listing.

The Delhi-headquartered fast growing start-up is founded by three engineering school contemporaries: Gaurav Srivastava, Gautam Kumar and Kushal Nahata in 2013.



FarEye serves sectors like e-commerce, BFSI, healthcare, technology with customers in 15 countries that include Bajaj Capital, BlueDart-DHL, DTDC, Hero FinCorp, Hitachi Hi-Rel, Landmark Group, Dr Lal PathLabs, Namshi, Walmart India and Zalora.

FarEye was funded by SAIF Partners in June 2016 following a seed funding round from Indian Angel Network in 2015.

For further information, please visit
<http://www.getfareye.com/in/>

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