



## **MOVIN wins the Promising Brand 2023 award by ET Edge for its outstanding Digital Innovation.**

**Gurugram, 27<sup>th</sup> September 2023** – MOVIN, a logistics brand launched as a joint venture between UPS and InterGlobe Enterprises, has received the 'ET most Promising Brand 2023' recognition for its outstanding digital innovation and commitment to excellence. The summit was organized by ET Edge (an Economic Times Initiative) the most coveted event in the industry.

MOVIN won the award for developing growth opportunities, drive tactical change and address issues to define future strategies in the Industry with its focus on People, Partners, Technology and Excellence. The selection was made on the basis of a survey that was conducted by ET Edge, which evaluated brands based on parameters such as degree of innovation, workplace culture, and business ethics.

commenting on the recognition, **JB Singh, Director, MOVIN Express** said, "We are honoured to have received 'ET's most Promising Brand award 2023'. MOVIN'S journey so far is a strategic infusion of our People, Partners, Technology, and Excellence into every facet of its operations. As we grow, we are committed to build on such achievements and improve the experience of our customers by introducing new and innovative tech-enabled business solutions. We recognize that creating a promising brand is an ongoing process that requires consistent effort, adaptability, and a deep understanding of customer needs. We firmly believe that by focusing on these elements, a company can increase its chances of becoming a promising and successful brand in the market. It's always a team effort and we will continue to focus on application of future-ready technology for customer-centric transformations."

MOVIN a B2B logistics brand caters to customers spanning across diverse sectors such as IT & electronic peripherals, apparels, healthcare equipment, auto components, e-Commerce, pharma, consumer durables and FMCG. The company has expanded its network from three markets at its launch to 49 cities across India within a year.

### **About MOVIN**

MOVIN Express Private Limited is a joint venture between UPS and InterGlobe Enterprises. The name MOVIN is the combination of **Movement** and **India** (**MOVEMENT+INDIA**). MOVIN's logistics services are built for Indian businesses in the fast lane. MOVIN offers a suite of B2B domestic services across the country including a fully predictable, day-definite service as well as an express, time definite service. With seamless integration across air and ground networks, these express corridors are enabling an uninterrupted flow of goods, backed by consistent, predictable, and responsive operations. MOVIN has been awarded as 'Express Logistics Start-Up of the year' at CII Institute of Logistics SCALE Awards 2022. For more details, visit [www.movin.in](http://www.movin.in)