



MOVIN Scales Capacity, Network and Tech Infrastructure to Deliver Flawless Execution Ahead of the Peak Season

Deploys comprehensive peak-readiness framework spanning proactive capacity scaling, predictive tech visibility, contingency measures, and collaborative customer planning to ensure consistent TAT

15th September 2026 – MOVIN, the logistics brand launched as a joint venture between UPS and InterGlobe Enterprises, announced the deployment of a comprehensive, multi-layered peak-readiness strategy to support businesses across India during the upcoming high-demand festive season. Going beyond routine operational ramp-ups, MOVIN's proactive approach integrates expansive infrastructure readiness, data-driven forecasting, resilient contingency frameworks, and close customer collaboration to guarantee predictable transit times and uncompromised service quality during high-volume spikes.

India's festive season is a key driver of consumption, with increased spending across e-commerce, electronics, fashion, consumer goods and gifting expected to drive a significant rise in shipment volumes, with market growth expected to grow by 20–25 %.

To meet the expected increase in festive demand, MOVIN has strengthened its end-to-end logistics network to support higher volumes with greater speed, flexibility and reliability. The company has enhanced capacity across its hubs, strengthened Appointment based deliveries, line-haul corridors and first- and last-mile operations, while securing additional ground fleet and dedicated air cargo capacity across high-demand domestic routes. The expanded network is further supported by trained workforce reserves, flexible shifts and **24/7 facility operations**, enabling MOVIN to respond efficiently to fluctuations in volumes and ensure seamless movement across the supply chain.

"Peak season is the ultimate test of resilience, predictability, and partnership," said **Mr. Dilip Sharma, (COO) Chief Operating Officer, MOVIN Express**. "Our focus is to engineer operational readiness to cater to the surge in demand, while ensuring consistency, reliability, and service excellence. By strengthening our network, leveraging technology, and working closely with our customers and partners, we are well positioned to navigate the complexities of peak season and deliver with confidence."

MOVIN's festive preparedness combines advanced technology, proactive planning, and network resilience to ensure uninterrupted supply chain operations during the peak season rush. By leveraging centralized control towers and advanced tracking systems for real-time visibility, the company can actively monitor shipments, anticipate disruptions, and implement corrective actions immediately. Simultaneously, MOVIN has optimized its capacity by aligning volume forecasts, pickup cut-offs, and fulfillment schedules with partners ahead of time, while deploying dynamic contingency plans for weather disruptions, airport congestion, and regional route diversions. Together, these comprehensive measures guarantee predictable transit times, seamless efficiency, and consistent delivery experiences for customers throughout the high-demand period.

Together, these measures strengthen MOVIN's ability to anticipate demand, adapt swiftly to changing conditions, and execute seamlessly at scale. The focus is not just on managing the festive surge, but on ensuring that every shipment moves with greater predictability, reliability, and visibility. MOVIN is

well positioned to support its customers through the busiest period of the year and ensure their businesses continue to move without disruption.

About MOVIN

MOVIN Express Private Limited is a logistics brand launched as a joint venture between InterGlobe Enterprises and UPS. 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 time and day definite domestic logistics services across the country. It has customers spanning across diverse sectors such as IT & electronic peripherals, apparels, healthcare, auto components, e-commerce, pharma, consumer durables, FMCG and many more. MOVIN has been awarded as 'Best Brand 2024' at ET NOW Best Brands Conclave 2024. For more details, visit www.movin.in

With seamless integration across air and ground networks, these express corridors are enabling uninterrupted flow of goods, backed by consistent, predictable, and responsive operations across India. For more details, visit www.movin.in