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Ace Turtle partners with Mahindra Logistics

The collaboration of logistics and technology is pivotal in achieving a seamless, connected omnichannel experience for the customer.

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New Delhi: **Ace Turtle,**



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The pair is created in collaboration with UAE-based

omnichannel platform company has partnered with **Mahindra Logistics**, a third-party logistics solution provider to enable India's most scalable omnichannel fulfillment solution, the company said in a statement.

Ace Turtle, through its platforms has partnered with over 50 retail brands like **Ray-Ban**, Puma, Bata, Arrow, Flying

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Machine, Ed Hardy, US Polo, Fossil integrating their sales channels and stock point to build a smart and seamless order, catalogue, inventory and logistics management system that helps them fulfill orders for their omnichannel customers. Mahindra Logistics, on the other hand, has expertise in offering a customized and end-to-end solution for supply chain management across sectors.

"In today's omnichannel world, where consumers are demanding anytime anywhere commerce, brands need to have the capability to deliver the same experience across the buying journey across channels. The collaboration of logistics and technology is pivotal in achieving a seamless, connected omnichannel experience for the customer. The supply chain capabilities of Mahindra Logistics combined with our tech capabilities will play a pivotal role in shaping our strong ecosystem as an omnichannel enabler. We share the common vision of building logistic solutions, that have the capability to scale up rapidly to meet the demands of today's omnichannel customer," said [Nitin Chhabra](#), CEO, Ace Turtle.

"We are happy to partner with Ace Turtle, who is solving the problem of giving consistent experience across channels to the customer. We look forward to working with them for seamless and efficient technology-enabled solutions that will enhance our customer-focus approach," said [Pirojshaw Sarkari](#), CEO, Mahindra Logistics.

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