

Timex India partners with Unicommerce to enhance post-purchase operations

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~ Timex will leverage Unicommerce's SaaS Platform to strengthen its e-commerce operations~

~ Order and Warehouse Management Platform will augment the post-purchase experience for online buyers ~

Timex India has collaborated with Unicommerce for its e-commerce operations. As part of the collaboration, Timex India has deployed Unicommerce's Order Management and Warehouse Management Platforms at its warehouse to further strengthen its e-commerce business operations and elevate the post-purchase experience for its online buyers. The company is currently managing its 9 sale channels through the Unicommerce platform including its brand website and various leading marketplaces.

Timex Group designs manufactures, and markets a wide variety of innovative timepieces in India and around the world. And to be part of consumer shopping journey which starts online in a lot of cases, it makes sense to be part of marketplaces. Unicommerce has built centralised operations for such multiple brands under the Timex portfolio through its platform to support Timex in delivering superior consumer experience. This has led to simplified logistics management & order management, and reduced return orders. The centralised dashboard by Unicommerce provides complete visibility of all the orders across marketplaces and brand websites and, also helps automate warehouse operations to ensure faster and more accurate deliveries of online orders.

This partnership aims to enhance the customer experience by further building the efficiency of Timex India's logistics and order fulfilment processes. Unicommerce's advanced platform will provide Timex India with real-time visibility and control over its orders, inventory, and shipments. This will enable the brand to dispatch orders faster and improve overall customer satisfaction.

*Speaking on the partnership, **Deepak Chhabra, Managing Director Timex Group India** said "Our partnership with Unicommerce is a strategic move to enhance our e-commerce capabilities and stay ahead of the curve in a highly competitive market. With Unicommerce's platform, we*

will be able to manage our operations more efficiently, reduce errors, and improve our turnaround time further for order fulfilment. This will help us in our on-going journey of delighting our customers through a seamless and hassle-free shopping experience, ultimately driving customer loyalty and business growth."

Talking about the development, **Kapil Makhija, CEO of Unicommerce** said, "E-commerce operations require a specialised approach to support their growth. Unicommerce provides integrated platform for strengthening a brand's e-commerce supply chain. Timex is one of the biggest names in the watch industry. We are elated to have them on our platform and support them in the next phase of their growth journey.

Unicommerce is a post-purchase experience management platform empowering D2C brands, omnichannel retailers, e-commerce companies, and other online sellers with its SaaS-based integrated supply chain technology. With a presence in India and its strong endeavour to support unique and newer industry categories globally, the decade-old company is further growing its presence in the international market.

About Timex Group

Timex Group designs, manufactures and markets innovative timepieces around the world. Timex Group is a privately held company headquartered in Middlebury, Connecticut with multiple operating units and over 3,000 employees worldwide. As one of the largest watch makers in the world, Timex Group companies produce watches under many well-known brands, including Timex, Adidas, Furla, Gc, Guess, Missoni, Nautica, Salvatore Ferragamo, Ted Baker, and Philipp Plein Versace.

About Unicommerce

[Unicommerce](#) eSolutions is one of the leading e-commerce enablement SaaS platform. Established in 2012, Unicommerce provides e-commerce enablement services for order management, inventory management, warehouse management, multichannel selling and omnichannel retailing. The sector and size agnostic platform provides services to meet the business needs of Ecommerce companies, D2C brands and Omnichannel retailers. With a trusted name in the global ecommerce SaaS platform, Unicommerce's platform is deployed by various companies across India, Southeast Asia and Middle East.