



**IEEE Madras Section  
IEEE Computer Society, Madras Chapter  
IEEE Professional Communication Society, Madras Chapter  
IEEE Technology and Engineering Management Society, Madras Chapter  
Computer Society of India, Chennai Chapter  
And  
Hindustan Chamber of Commerce**

*Cordially invite you to a presentation on*

## **“Technology in E-commerce Logistics”**

*by*

**Mr. Vinoth Poovalingam**

**Co Founder & CEO at Hocalwire**

**on Thursday, 6<sup>th</sup> Jul 2017 at 6.00 p.m.**

*at*

**Seminar Hall, Alumni Center**

**Anna University, Chennai - 600 025**

(Situated opposite to Ladies Hostel, Anna University Campus)

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**Programme: 6.00 p.m. – Tea & Fellowship :: 6.30 p.m. – Presentation :: 7.45 p.m. – Dinner**

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**About the presentation:** The presentation will cover: What is E-commerce Logistics; How is it different from the existing Logistics; How we built Ekart Logistics from scratch; How Amazon India Logistics evolved; Current trends in Logistics and scope for technology; The future of E-commerce Logistics; and Role of Analytics in E-commerce.



**About the Speaker:** Mr. Vinoth is an alumnus of two prestigious institutions – IIT Madras and IIM Bangalore. He is an entrepreneurial manager, who is adept at adapting to the changing requirements and deliver at a fast pace. Involved in setting up internal courier and headed the outbound logistic function of a pioneering E-commerce company. He has been involved with the process designing and product management teams to develop in-house ERP. His specialties include: People Management, Vendor Management, Process Engineering, Product development, Accounting, TQM, Network Optimization, Regulatory Policy, and SCM

He had illustrious career in logistics and supply chain management earlier to starting his own enterprise Hocalwire, focusing on providing best class technology for managing a news ecosystem including publishing, news room management, digital media management and social media management. His career profile includes: Manager Transformation at Amway, an American company specializing in the use of multi-level marketing. Operations Manager at Amazon India where he was a part of the team involved in setting up and coordinating the launch of Amazon in India. General Manager – Operations at Flipkart, India’s first unicorn where he had incubated and launched outbound logistics solution -- Flipkart Self Delivery, the in-house courier system eKart and also the Cash-on-Delivery (CoD), a most popular payment option in eCommerce.

**To facilitate logistics, please pre-register at <https://goo.gl/forms/IzgBXPj0LlrReMLz1>**