

Press Release

Primarc Pecan drives Ecommerce success for Glanbia, world's largest nutrition company

Kolkata, 1st April, 2016:

Primarc Pecan Retail Private limited today announced to set up more logistics centers at Hyderabad and Bangalore to focus on the online business especially in nutrition space which has grown significantly over the last 2 years. This was on the sidelines of Kolkata visit by Mr Sam Bedi, Asia Head of Glanbia.

Last year it had ventured into an exclusive online partner/distributor for Glanbia - world's leading sports nutrition company. As part of the understanding, Primarc Pecan undertook channel management of the products nationally for ECommerce and B2B space.

'We have successfully marketed Glanbia products through various channels and formats for customers convenience and reach. Glanbia being a world leader in sports nutrition offers a wide array of products. Further expansion of fulfillment centers across all regions will help us to in faster deliveries, customer satisfaction and increased product sales. Very soon we will cross retail GMV sales Glanbia of over RS. 100 crores" said Mr Sidharth Pansari, Managing Director, Primarc Group.

Sam Bedi said at the occasion "India is an important and fastest growing market for us. Primarc Pecan's though headquartered at Kolkata has an extensive network across India and able management team. With their deep understanding of retail combined with robust technology they have grown the Glanbia sales by over 300% in the ECommerce and B2B space."

About Primarc Pecan :

Primarc Pecan is an Ecommerce focused omni-channel fulfillment company having presence across India. It is a joint venture between the Kolkata-based Primarc Group, a dominant Realty and Retail player and Mumbai-based Pecan Partners. It is a premier online retail unit that manages thousands of brands and offers tailor-made solutions to businesses by identifying opportunities or suggesting new products to enhance their catalogue. They execute exclusive contracts for online retailing cum distribution of several national & international brands who want to market their products through the online route in India. It operates across multiple online and E-commerce platforms in the marketplace model.

About Primarc group:

The group owns and operates over 45 retail stores in various formats across East India. Its realty division has recently pioneered the concept of environment friendly Green Buildings across MIG & HIG segments in Bengal.

Primarc i-Venture is an initiative to mentor young and aspiring entrepreneurs by assisting them to develop their business strategy.

About Glanbia:

Glanbia is a global nutrition company, grounded in science and nature and dedicated to providing better nutrition for every step of life's journey. Glanbia actively serves the nutritional needs of consumers directly through a range of branded products and as an ingredient partner to the wider food industry. With deeply rooted in the dairy industry, Glanbia became the world's leading producer and marketer of quality performance nutrition consumer products supporting active lifestyles. The brand portfolio comprises Optimum Nutrition, BSN, ABB, Nutramino and Isopure, each of which has its own separate consumer appeal. With a turnover of over €3.5 billion per annum, and a presence in 32 countries worldwide, Glanbia's vision is to be one of the world's top performing nutrition companies, trusted to enrich lives every day.