

Seed Group announces onboarding of Turkish delivery management platform Carrtell

The strategic partnership aims to improve the overall state of shipping in e-commerce across the MENA region



From left to right: Cemal Turgut, COO of Carrtell; Erem Cem Yalınkılıçlar, CPO of Carrtell; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Batuhan Tosunoğlu, CEO of Carrtell; Mustafa Yaşar, CFO of Carrtell

Dubai, UAE, Istanbul, Turkey—21 November 2023—Seed Group, a company of the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, has announced that it has onboarded Carrtell, Turkey's first delivery management platform, aiming to improve the overall state of shipping in e-commerce across the MENA region. Carrtell seeks to collaborate with Seed Group to expand its customer reach, build valuable strategic alliances, and create a strong business network. The goal is to establish a local presence in the Middle East and North Africa (MENA) region, with a central operations hub located in Dubai.

Per this partnership, Seed Group's regional expertise will be combined with Carrtell's platform and its cutting-edge solutions, resulting in a more seamless global e-commerce shipping experience for customers and organisations in the region. This collaboration marks a significant milestone in the efforts to enhance the state of shipping within the e-commerce sector across the MENA region.

Hisham Al Gurg, CEO of Seed Group, expressed his enthusiasm about this promising partnership: “We are delighted to welcome Carrtell into our growing network of innovative partners. This collaboration aligns perfectly with our vision to catalyse positive changes in the e-commerce logistics landscape in the Middle East and North Africa. Carrtell's expertise and technological prowess are poised to bring new efficiencies to the shipping industry, benefiting both businesses and consumers alike.”

The strategic partnership with Seed Group is set to reshape the logistics sector, creating a more seamless and reliable e-commerce shipping experience for all.

Erem Cem Yalınkılıçlar, Carrtell's UAE General Manager, said, “We are extremely excited to embark on this strategic partnership with Seed Group, as it marks a significant step forward in our journey to revolutionise e-commerce logistics globally. By leveraging Seed Group's regional expertise and our cutting-edge delivery management technologies, we aim to create a seamless, efficient, and reliable shipping experience for businesses and consumers across the MENA region. This collaboration aligns perfectly with Carrtell's vision to be the foremost delivery management platform, and we are committed to driving innovation and delivering exceptional value to the vibrant e-commerce ecosystem.”

Carrtell's platform provides a range of features, including their unique approach to pricing. Automatic shipment tracking is another hallmark of Carrtell's platform, along with comprehensive customer support and integration capabilities that are a game-changer for e-commerce businesses.

The platform's high success rate, backed by special reports, empowers businesses to assess the efficiency of their delivery operations and expenses. By reducing inefficiencies and optimising processes, Carrtell helps businesses minimise costs and enhance their bottom line.

Together with Seed Group, Carrtell is set to bring these innovative solutions to the MENA region, reshaping e-commerce shipping and creating a brighter future for logistics and shipping in the region.

###

About Carrtell

Carrtell is a pioneering delivery management platform that aims to redefine the e-commerce logistics landscape. As the first of its kind, Carrtell enables businesses to seamlessly integrate with multiple carriers, providing an all-encompassing web panel for tracking and optimising delivery operations. Carrtell's platform stands out for its unique pricing approach, automatic shipment tracking, comprehensive customer support, and robust integration capabilities. With a commitment to offering better delivery prices and dedicated customer relations, Carrtell provides tailored subscription models catering to businesses of all sizes. Currently in the midst of a global expansion, Carrtell is focused on enhancing its technological features and establishing itself as the premier solution for tracking, optimising, and analysing delivery operations for e-commerce enterprises. For more information, visit www.carrtell.co.

About Seed Group

Over the past 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet the Private Office's criteria. For more information, visit www.seedgroup.com.

Cartell Media Contact

medai@carrtell.com

Seed Group Media Contact

Nomarie Jean Lacsamana

+971 4 373 5068

jean@seedgroup.com