

PRESS RELEASE

ADAPTY Co-founder awarded as Top 25 Most Influential eCommerce Professionals of India

By CMO Asia, Asia Retail Congress

In a recent held Asia Retail Congress event, CMO Asia presented the 25 Most Influential eCommerce Professionals of India award to Mr. Vijay Talreja, Co-founder of Adapty and tech entrepreneur & evangelist. At Adapty, he leads a team of experts in digital commerce platforms that implement omni-channel products solutions driving customer engagement and business growth for global retail companies.

Asia's single most important global platform to promote world-class retail practices. The Asia Retail Congress is aimed at company chairs, presidents and CEOs from leading international and national retailers, directors of international and national retailers, directors of international brands who believe in making change



Adapty was recently invited in a panel discussion on Technology Services for Retail & eCommerce where Mr. Talreja spoke about some of technology innovations disrupting the way online businesses are being conducted globally. He was accompanied by professionals from leading firms like PwC, IBM, Shopify and others. Here is the link to some precious moments captured during the event <http://bit.ly/1pksW6X>



At the same event, Adapty launched their own eCommerce solution called **ThyCart** - an enterprise class eCommerce solution with advanced features to help a retailer grow its online business. ThyCart is a solution designed to help launch your brand online in a simple and effortless way. It offers you complete flexibility where every element is created from scratch and is molded around your brand. Ever since the launch the product has received very encouraging response from Indian customers including sign-ups. For more details visit – <http://thycart.com>

The advertisement banner features a top section with a photograph of a person's hands on a laptop displaying a website. To the right of the photo is the 'THY CART' logo in a black rounded rectangle, followed by the slogan 'YOUR STORE YOUR WAY' in large orange letters. Below the slogan is the text 'An enterprise class eCommerce solution with advanced features to help you grow'. On the right side of the banner is a vertical list of six benefits, each with an orange circular icon: 'Enterprise Class Solution' (book icon), 'Zero Hardware Cost' (server rack icon), 'Zero Software Cost' (laptop icon), 'Marketplace Integrated' (gears icon), and 'Technology Partners' (computer monitor icon). The bottom section of the banner is orange and contains three white-bordered boxes. The left box is titled 'FULLY CUSTOMIZABLE STORE' and states 'Our store is designed to be flexible and take on any look you choose.' The center box features a stylized black robot character with a shopping cart icon on its chest. The right box is titled 'LAUNCH IN 2 WEEKS' and states 'ThyCart is a fully integrated solution that enables you to launch your business online in just 2 weeks.'

About Adapty: Adapty is a leading digital commerce company that specializes in Enterprise eCommerce implementations of Oracle Commerce, Demandware and Magento Enterprise solutions. Adapty provides omni-channel solutions for global Retail, Luxury Goods, Media Publishing, Telecom and Subscription Model based businesses. The team takes pride in having a 100% successful delivery record over 30+ eCommerce implementations/upgrades across 20+ global retail clients in the span of 7+ years that they have been in business. They have worked with some marquee global business like Walmart, Future Bazaar, Barneys New York, Vitamin Shoppe and others. For more details visit – <http://adapty.com>