

Electricmile enters joint venture with BookIt



Kochi, Kerala Mar 20, 2023 ([IssueWire.com](https://www.issuewire.com)) - Electricmile, a B2B marketplace for custom EV solutions, and Bookit, an i-Mall concept platform that empowers local businesses to set up their online stores, have entered into a strategic joint venture to expand their reach and offer a comprehensive solution for last-mile delivery.

The joint venture aims to leverage the strengths of both companies to create a seamless online platform that enables businesses to set up their online stores, connect with customers, and offer customized logistics-ready EV solutions for last-mile delivery. With Bookit's i-Mall platform, businesses can set up their online stores quickly and easily, while Electricmile's B2B marketplace provides a comprehensive range of EV components, telematics, and customised cargo boxes to create customized EV solutions for their specific needs.

The joint venture will enable businesses to offer affordable and efficient last-mile delivery solutions, leveraging shared delivery resources and customised EV solutions. With the option to browse through categories, product or service searches, or shop name searches, customers can easily connect with local businesses and make online orders or bookings directly. The platform also offers the option to choose or change location to reach the online stores and make online orders or bookings.

"We are excited to partner with Bookit to expand our reach and offer a comprehensive solution for last-mile delivery," said Shoubhik Hore, Co-founder of Electricmile. "With our combined expertise, we can provide a seamless online platform that empowers local businesses to set up their online stores and offer customized logistics-ready EV solutions for last-mile delivery."

"We are delighted to partner with Electricmile to offer a comprehensive solution for last-mile delivery," said Shaji Zacharias, CEO of Bookit. "Our joint venture will enable local businesses to set up their online stores quickly and easily, connect with customers, and offer affordable and efficient last-mile delivery solutions, leveraging shared delivery resources and customized EV solutions."

The joint venture between Electricmile and Bookit is expected to create a significant impact on the last-mile delivery market in South and Southeast Asia. The two companies plan to expand their reach and offer their platform to businesses and customers across the region.

<https://www.electricmile.in/>

<https://bookitindia.com/>



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