BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Mankind Pharma partners with Ace Turtle

05 July 2021 | News

Ace Turtle will enable Mankind Pharma with a unified commerce platform



Mankind Pharma has partnered with Ace Turtle, a leading omnichannel platform company to accelerate its omnichannel transformation in India. Ace Turtle will enable Mankind Pharma with a unified commerce platform that supports various omnichannel use cases and drive seamless customer experience at scale across digital channels.

Powered by machine learning, Ace Turtle’s unified commerce platform, Rubicon 3.0 supports various omnichannel use cases such as inventory lying anywhere that can be sold across channels, fulfilling orders from any stock points (retail stores, warehouses, and distributors) and a single view of product, inventory, and customer through a single platform.

Speaking on the partnership, Joy Chatterjee, General Manager, Mankind Pharma said, “We are happy to partner with Ace Turtle as their highly scalable solution will play a critical role in accelerating our omnichannel strategy."

Speaking on the partnership, Nitin Chhabra, CEO, Ace Turtle said, “We are confident that our omnichannel platform Rubicon will improve Mankind Pharma’s business performance and build flexibility against future disruptions."