

Tech Start-Up 'WING.ae' Raises Capital to Fire Up Delivery and Logistics Industry in the UAE

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Dubai, UAE, 25th July 2016: [WING.ae](#), an on-demand delivery and courier marketplace, has closed a seed funding round backed by SOUQ.com, the Middle East's largest online retail and marketplace platform. Tech start-up WING.ae is an innovative e-marketplace that offers an assortment of comparative pricing across major carriers in the UAE, helping courier companies, SMEs and customers choose the best, fastest and cheapest delivery gateway along with real-time order tracking. WING.ae provides robust delivery solutions (including same day delivery) to courier and delivery companies to ship products to their customers, and keep an easy track of orders, deliveries and payments. The platform ensures customers receive quality-controlled couriers at the cheapest next day/ same day delivery ensuring big savings up to 70%.

Currently, over 50% of the delivery vehicles convey around the UAE with less than half their capacity utilised, while more than 30% of the vehicles travel with empty cargos*. The WING.ae platform will use smart technology to enable businesses to make use of this spare capacity, dramatically cutting down on CO2 emissions and increasing the profitability of logistics companies. Catering to diverse industry verticals such as food, groceries, fashion and electronics, WING.ae will offer brick and mortar retailers the opportunity to grow their e-commerce model by making their products readily available to consumers at a low delivery cost. Further, the ultimate transportation App enables users to receive or send items anytime and anywhere, at their fingertips.

Ronaldo Mouchawar, SOUQ.com CEO & Co-Founder comments, “The unique proposition of WING.ae is how it aggregates courier companies, fills the logistics supply gaps, creates economies of scale and offers a win-win situation for the logistic companies as well as the customers and merchants. We were impressed by WING’s team and vision to build a tech driven transparent logistic network. We believe that a platform such as WING.ae is equipped to fulfill enormous demands for SOUQ.com, especially during our big campaigns such as White Friday.”

Muzaffar Karabev, CEO and Co-Founder of WING.ae comments, “The UAE is a leading e-commerce and smart hub in the region, and WING.ae enables small businesses as well as individuals access the UAE's goods and services in their suburb and beyond. Our goal is to offer people what they want in the quickest time via simple Android/iOS Apps. We believe physical address issue is not the only problem in the region, but matching supply with demand (when needed) can be a huge step forward towards lowering the costs whilst generating more business for both sides.”

**as analysed by WING.ae*

Sanjar Samiev, Board Director and Co-Founder of WING.ae adds, “The digital economy and mobile penetration are significantly impacting our lives today. We adopt smart technology to create more choices for customers so they can WING their products their way. By connecting couriers via our APIs and addressing high/low demand data, WING.ae aims to bring costs down phenomenally through smart algos in our platform. We further endeavor to improve delivery timeframe to provide impeccable customer experience. We are also in the process of rolling out international shipping on our platform, and hope to bring easy and low cost shipping to that front.”

WING.ae is already live with a number of couriers, and discussions are currently underway to bring on-board additional courier and delivery companies in the UAE. Customers can download the “WING.ae” App on their smartphone via App Store and Google Play. Delivery slots are open between 8:30 am and 9:00 pm daily with exceptional discounts over the launch period. Additionally, the revolutionary platform will deliver innovative features such as metered on demand delivery, same day delivery scheduling, live GPS delivery tracking, and progress notifications.

URL : www.WING.ae

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About WING.ae

WING.ae provides low-cost, on demand delivery via its quality-controlled couriers and crowdsourced transportation companies. WING.ae is targeting to a variety of sectors: e-commerce, retail, corporate segment and restaurants. Additionally, WING.ae is an easy to use and affordable platform for any consumer in need of assistance with their personal deliveries even running errand service. WING.ae brings bundled low cost prices for small businesses and individuals.

ABOUT SOUQ.COM

SOUQ.com is the largest online retail and marketplace platform in the Arab world, featuring more than 1.5 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA, UAE and Egypt.

SOUQ.com offers a convenient and safe online shopping experience with secure online payments, option to pay cash on delivery and free returns. For more information, visit www.SOUQ.com.



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