

## Byron Bond Ties up with ND Commerce In India



Byron Bond, a premium Men & Women range of watches announced today it is expanding its global reach by entering India through a strategic partnership with leading ecommerce provider ND Commerce ([www.ndcommerce.in](http://www.ndcommerce.in)). The partnership combines the power of Byron Bond style & class of watches with ND Commerce e-channel retailing expertise. ND Commerce will enable the global brand with the suite of ecommerce services like local payment methods, customer support services, online marketplace integration, supply chain & digital marketing for sale of products in India.

“We are committed to expanding and growing our brand geographically and target the growing affluent base which is fashion conscious in emerging market like India. We had successfully conducted our test market in India and now entering the Indian market via a strategic tie with ND Commerce which focuses on all online retailing channels,” said Rickard Jardemar, Founder CEO of Byron Bond.

“As a brand, we are very unique in the way we sell, probably one of the first brands to embrace influencer driven customer acquisition. Our strategy is to straddle all e-channels like the brand store (selling through [www.byronbond.in](http://www.byronbond.in)) and through popular marketplaces like Amazon, Flipkart, Paytm etc and we found the right partner in ND Commerce who have a wealth of experience in multi channel e-retailing and their understanding of cross border ecommerce” added Jardemar.

“In partnership with ND Commerce, we can now cater to the growing aspirations & style conscious Indian consumers to buy the brand by creating a best in class online experience for the shopper”, further added Jardemar.

“Ecommerce is evolving at a rapid pace in India and the new opportunity lies in foreign brands who want to be part of the action here with the rising consumer appetite&aspiration for style, class & high quality products” said Mukund Malagi, Co-Founder of ND Commerce. “We are very excited to be working with Byron Bond to deliver a high-performance ecommerce solution to the market and accelerate our clients’ online expansion plans “, added Malagi. “As part of the multi-channel e-strategy, we will be rolling out the brand webstore business and keep adding online marketplaces to it, an online-only retailing strategy. With our new focus on Cross Border ecommerce, ND Commerce group company will be the importer on record and ND Commerce will be the local seller is an ideal solution fit for any brand that wants to address in the in-bound cross border customers.” said Malagi.

### **About Byron Bond**

Byron Bond was a legendary cricket player and a true gentleman who was a boarding school friend of Jemma’s grandfather, co-founder of Byron Bond. He had impeccable manners and an inherent sense of style. Byron Bond left a lasting impression that has helped create a brand synonymous with understated British elegance.

Inspired by the man himself, founders Jemma and Rickard set out to create the distinguished watch brand, Byron Bond© that encapsulates a very British spirit. A watch that is a twenty first century interpretation of a classic, and one which people from the far reaches of the globe, can enjoy wearing as much as we do.

We ensure quality through every process of the manufacturing of our watches. From our design studio, through to the handmade, skilled assembly of each of our watches, our products offer long-lasting comfort and durability. We promise not to disappoint.

### **About ND Commerce**

ND Commerce is a leading brand e-channel specialist company in India. As a pioneer in this channel, ND Commerce has been building and operating branded online stores for both global enterprises as well as leading local brands for more than five years. ND Commerce offers brand webstore retailing, marketplace retailing, omni channel retailing & cross border retailing enabling companies to leverage the growing branded ecommerce channel in India and target consumers directly through the web, mobile and phone.