

## Boddess.com Names Dharmender Dabral As Chief Business Officer

Like

*Before joining Boddess.com he has been part of multiple successful internet start-ups in India since early 2000 including Baazee.com, Gotocustomer, Times Internet Limited*



**03** July, 2021  
by BW Online Bureau

Print this article  
T! Font size - 16 +

Boddess.com, the multi-brand beauty & tech retailer is delighted to announce the appointment of startup specialist Dharmender Dabral as Chief Business Officer. He will be responsible for building and expanding the brand across online and Omni channels across the nation.

With over 20 years of experience in E-commerce, Retail & Technology Business, Dharmender will be a key player in the expansion of Boddess.com. In the last 2 decades, he has developed in-depth knowledge of various eCommerce business operating models, technology platforms, operations, sales, marketing & management functions in the internet & retail businesses.

Before joining Boddess.com he has been part of multiple successful internet start-ups in India since early 2000 including Baazee.com, Gotocustomer, Times Internet Limited. He was the Founding team member & Director at Jabong, VP & Founding member at Ajo & CEO of the Intercity Business at Shuttl.

He has successfully built multi-million-dollar businesses from the conceptualization stage. Under his leadership, Boddess aims to become a leader in the experiential beauty ecommerce segment.

Dharmender Dabral, Chief Business officer, Boddess.com commented, "Boddess.com as a brand goes beyond traditional beauty selling and has strong values and beliefs to educate its customers about beauty and grooming via technological advancement. We want to build a completely focused "Beauty Tech" business with a world-class Omni-channel experience for our Indian consumers."

inception and has strengthened its roots in the Indian Beauty & Wellness Segment. His vision for the brand's future is to create a one-stop shop beauty & skincare destination by providing a premium shopping experience with more associations with home-grown and international brands and bring them to consumers' doorsteps empowering the target audience.