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# Dharmender Dabral joins Boddess.com as Chief Business Officer

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*Dharmender Dabral, Chief Business officer, Boddess.com*

Beauty and tech retailer Boddess.com has announced the appointment of Dharm

ender 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, Dabral will be a key player in the expansion of Boddess.com, according to a statement.

Before joining Boddess.com, Dabral had been a part of multiple successful internet start-ups in India since early 2000 including Baazee.com, Gotocustomer, Times Internet. He was the founding team member and Director at Jabong, VP and founding member at Ajio and CEO of the Intercity Business at Shuttl.

Dharmender Dabral, Chief Business officer, Boddess.com, said, “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.”

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