

Boddess Appoints Dharmender as CBO; to Expand Omnichannel Network

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Dabral will be responsible for building and expanding the beauty-tech retailer across online and omni channels across the nation.

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Features Writer



Boddess, the multi-brand beauty and tech retailer, has appointed 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, and technology business, Dabral will be a key player in the expansion of Boddess. In the last 2 decades, he has developed in-depth knowledge of various e-commerce business operating models, technology platforms, operations, sales, marketing, and management functions in the internet and retail businesses.

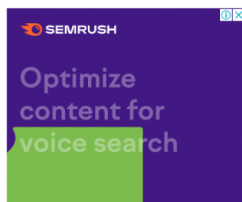
Before joining Boddess, he has been part of multiple successful Internet start-ups in India since early 2000 including [Baazee.com](#), [Gotocustomer](#), Times Internet Limited. He was the founding team member and director at Jabong, VP & founding member at Ajo, and CEO of the intercity business at Shutti.

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 e-commerce segment.

Dharmender Dabral, Chief Business Officer, Boddess, 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 omnichannel experience for our Indian consumers."

As a crucial member of the growth of Boddess, Dabral hopes to create a futuristic platform with state-of-the-art technological tools that allow the ease of information to reach consumers. The platform has seen immense success since its inception and has strengthened its roots in the Indian beauty and wellness segment. His vision for the brand's future is to create a one-stop-shop beauty and 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.

Boddess is committed to providing a skillfully curated assortment of skincare, makeup, and haircare products. Being in its second year of business and successfully withstanding the pandemic, Boddess has expanded and reached an audience of 28 states, delivering products to 20,000 pin codes, and expected to deliver to 35,000 pin codes by the end of 2022. As the brand expands its portfolio and diversifies its technology, the onboarding of Dharmender Dabral is a big step towards achieving its goals.



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