

## TrucksUp Strengthens Leadership with Marketing Veteran Abhijay Ratan as CMO

Mr. Abhijay's career began in the consumer industry with ITC and Godfrey Phillips before transitioning to digital logistics with Blackbuck, where he has excelled in various roles

**New Delhi, 27<sup>th</sup> August, 2025:** TrucksUp, a Gurugram-based logistics aggregator platform, has announced the appointment of Abhijay Ratan as their new Chief Marketing Officer (CMO), known for his wealth of experience in strategy, marketing & leadership; and he has proven credentials for building brands and driving growth across industries. In this very important role, he will steer TrucksUp's marketing vision and help position TrucksUp as a leader in the technology-driven trucking ecosystem while enhancing stakeholder engagement in India's logistics ecosystem.

Mr. Abhijay Ratan has had a distinguished career of over 2 decades across Sales, Marketing and growth lead roles. He has also been associated with a leading logistics aggregator Blackbuck, where he led engagement with large enterprises on growth strategy, digital transformation and customer engagement.

He is known for his strategic vision and execution mindset and aimed at bringing together the marketing strategy as a link between technology and the customer's wants. His core competency is in driving the adoption of new age digital platforms, integrated marketing campaigns to build impact and brand equity in competitive industries.

Speaking on his new role, **Abhijay Ratan, CMO, TrucksUp**, stated: "Joining TrucksUp comes at an exciting time when the trucking industry is rapidly evolving, with technology, real-time data and digital ecosystems changing the landscape of logistics. TrucksUp is tackling important issues that are present in the trucking industry and I am excited to further develop its branding to be the hyper-reliable, hyper-efficient and hyper-trusted platform for fleet owners, drivers and customers alike. My focus will be on driving industry partnerships, improving digital visibility and ensuring that TrucksUp's value proposition resonates with all stakeholders."

Mr. Abhijay has a passion for using technology and marketing to revolutionize traditional industries. He believes that the future of trucking in India is to combine smart data solutions with driver empowerment and customer focused services whilst creating efficiency in supply chain and economic growth for the country.

Inspired by leaders that combine vision and execution Mr. Abhijay seeks to establish TrucksUp as the market leader through innovation and trust, as well as tangible improvements in logistics.

## **About TrucksUp**

TrucksUp is an AI-Based aggregator platform transforming the Indian Logistics Industry. The trucking industry in India suffers from low asset utilization and a lack of access to diverse load sources. If you look at the logistics business, it is fragmented with challenges including the underutilization of trucks, supply-demand mismatches, and inefficiencies in truckload allocation. TrucksUp is an innovative tech company addressing the logistics challenges in India through its AI-based aggregator platform with a human touch. The company aims to bridge the significant supply-demand gap in the trucking industry, ensuring that truck owners and shippers can efficiently connect.

and optimize their operations by providing truck owners timely reverse loads which will reduce their running cost and ultimately reduce overall logistics cost and increasing profitability.