

Reckitt Benckiser appoints AnyMind Group's DDI to manage Dettol and Durex brands on Tokopedia and Lazada in Indonesia

Reckitt will further its utilization of AnyMind Group's technology and DDI's services for more brands

Singapore - April 30, 2024 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that British multinational consumer goods company, Reckitt Benckiser, has selected AnyMind Group's [Digital Distribusi Indonesia](#) (DDI) as e-commerce enabler for its [Dettol](#) and [Durex](#) brands for Tokopedia and Lazada in Indonesia.

Dettol offers a line of trusted protection products for individuals and families from disease-causing germs, whilst Durex is a manufacturer of various contraceptive products.

DDI will provide services for Dettol (on Tokopedia) and Durex (on Tokopedia and Lazada) such as store operations, customer service, inventory management and prepayment for promotions. This is further enhanced through AnyMind Group's proprietary technology, particularly e-commerce management platform, [AnyX](#), to streamline store operations and analytics.

Tatum Kembara, Managing Director of E-Commerce Enablement, AnyMind Group, and CEO of DDI, said: "We are always looking to deepen and strengthen cooperation with our principals. With this additional collaboration, we can prove that our unique combination of deep vertical expertise and a scalable technology suite across e-commerce and marketing gives Dettol and Durex the opportunity to grow further in Indonesia."

Previously, DDI was [also selected](#) to manage Reckitt's Mead Johnson brands (Enfagrow and Enfamil) for store operations, customer service, inventory management and prepayment for promotions, supplemented with AnyMind Group technology.

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,500 staff across 22 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the



Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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