

Press Release

Upaya City Cargo Expands to Bhutan Through Strategic Partnership with Exim Express

Thimphu, Bhutan – October 2025

Upaya City Cargo Pvt. Ltd., Nepal's leading tech-enabled logistics platform, has officially entered the Bhutanese market through a strategic **Technology Transfer, Franchise & Service Agreement** with Exim Express, a leading logistics company based in Thimphu, Bhutan.

The partnership marks a milestone in cross-border collaboration between the two Himalayan nations, combining **Upaya's proprietary logistics technology and operational expertise** with **Exim Express's strong local presence and infrastructure** to launch a **digital logistics and delivery platform across Bhutan**.

Under the agreement, Upaya will provide its advanced logistics management software, training, and ongoing technical support, while Exim Express will handle local operations, regulatory compliance, and customer engagement. The joint initiative will launch a one-stop platform for **on-demand pickup, dispatch, and door to door delivery tracking** powered by real time routing and local agents, **Bhutan's first dedicated tech enabled logistics solution**, on **21 February 2026 marking the King of Bhutan's birthday**. (first quarter of 2026)

Phase 1 operations will begin with first mile and last mile deliveries **in Thimphu, Paro, Phuentsholing, Bumthang, Trashigang, and other regions** across 11 Dzongkhags and 117 Gewogs. **9 additional Dzongkhags** will be added by the end of 2026 connecting the entire 20 districts of Bhutan. **The platform will facilitate real time logistics integration for ecommerce & marketplaces** with dynamic **payment gateway** integration from its partner bank.

"This partnership is a reflection of our shared vision to redefine logistics in the Himalayas through technology and collaboration," said **Mr. Suman Rayamajhi**, Managing Director of Upaya City Cargo. "We are proud to partner with Exim Express to enable efficient, transparent, and technology-driven delivery services across Bhutan."

Mr. Sonam Chopel, Founder & Chief Executive Officer of Exim Express, added, "Partnering with Upaya aligns with our mission to modernize logistics in Bhutan. With Upaya's proven technology and our local operational strengths, we are confident this collaboration will transform the logistics landscape and support Bhutan's growing digital economy."

Mr. Sonam Tshering Dorji, Director, Department of Trade, Bhutan was present along with the World Bank representatives on the signing ceremony at Thimphu, Bhutan.



About Upaya City Cargo Pvt. Ltd.

Founded in Kathmandu, Upaya City Cargo is Nepal's premier tech-driven logistics platform offering intercity and intracity delivery solutions. Leveraging digital innovation, Upaya connects businesses and individuals with its full stack logistics including on-demand transportation, 3PL warehousing, and first-mile, mid-mile and last-mile delivery services.

About Exim Express

Exim Express is a Bhutan-based logistics company providing express international shipping, warehousing, transportation, and customs clearance solutions. With a focus on reliability and service excellence, Exim Express is expanding its footprint through digital transformation and international collaboration.

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