



Citylink's "Modern Trade" Solution

Executive Summary

The customer is a 24 year old Indian public listed foods company, which has many verticals including Dairy, Retail, Agri and Bakery. Their milk products have a market presence in Andhra Pradesh, Telangana, Karnataka, Tamilnadu, Kerala, Maharastra, Odisha, Rajasthan, Haryana and NCR Delhi and has retail stores across Bangalore, Chennai and Hyderabad. Their integrated agri operations in Chittoor & Medak Districts form the backbone to their retail operations.

Challenges

For retail market handling many products with short shelf-life, the challenges were numerous, however, a few of the key challenges are mentioned below:

- Distribution to 19 stores in Bangalore through a lean network to maximize utilization and reduce cost
- Facing troubles, in operations and communication, with earlier vendor
- Higher number of breakdown cases due to substandard vehicles that were being deployed earlier

Process

For a well established retail chain serving 19 stores in Bangalore alone, managing an aggregated transport fleet on a day-to-day basis wasn't an easy task. It was imperative that they managed it efficiently, through an alternative method. Initially, we started operations with vendor vehicles in Bangalore and later scaled it up by positioning our newly-owned vehicles.

Earlier the existing vendor had deceived the customer about the size of vehicles for personal benefits. However, our commitment towards trust and integrity, helped us setup a complex fleet operation, which entitled the customer what was genuinely theirs. Multiple store point deliveries were planned, which also included the reverse logistics. With GPS tracking, the customer is now able to track the vehicles to check for any time inefficiencies at either ends. Over a period of time we scaled up their operations to a 21-store distribution network in Bangalore through our own vehicles and further extended support for their Hyderabad operations.

Services included:

- Movements from distribution center to multiple retail stores within the city
- Planning and executing return logistics of the crates used for storage and during transportation
- GPS tracking facility which gave an extra control to the customer on routes and vehicles positioning

Result

50% own fleet was deployed for operational flexibility and reduced breakdowns in their operations and helped them to scale up their operations when new stores were added in Bangalore & Hyderabad. We increased the vehicle utilization by increasing the daily trips and incorporating reverse trips, thus improving the overall effectiveness of the process.

19 Stores to Deliver

3 Vehicle types



New tata ultra

35+ Stores Delivery

1 Year of Engagement

2 Cities Operation