



## Citylink's Solution to "Distributors & Superstockists"

### Executive Summary

The customer is an MNC that provides end-to-end supply chain solutions for all categories of Information Technology products (PCs, PC building blocks, networking, software and enterprise solution products) and Consumer and Lifestyle products (Telecom, Digital Lifestyle products, Entertainment products and Digital Printing Machines) to over 200 international brands for many years now.

### Challenges

Owning the company inventory, the stockist is responsible for distribution and sales. Knowing that this market is governed mainly by the speed of delivery and capability to provide on-time service to a vast network, following were the key customer challenges:

- Capability to services 100 + distributor points in a single city
- On-time placement and predictable delivery to business points
- Ability to provide extra vehicles on ad-hoc basis during sales surges
- Returning POD document back to warehouse after delivery

### Process

Executing distribution for 100+ dealer considering Bangalore's road infrastructure is not easy ask. The narrow roads, long traffic jams, unavailability of parking space and ensuring goods safety in the busy market regions, makes the daily operations extremely challenging. From JITPL's experience of knowing the network and routes we gathered from our learnings in establishing last mile deliveries for E-commerce players, we were able to transfer the service knowledge to the new customer. A mix of Tata Aces and Tata 207s were provided to cater this need. Handling consumer durables market having regular product launches and sales cycles, we catered this super stockist's distribution needs by giving additional vehicles during such periods.

#### Services included:

- Traditional milkrun distribution across city on Light Commercial Vehicles (LCVs)
- POD return to the hub

### Result

We were able provide more drop points coverage per trip per vehicle and also with time and technology integration increase the number of drop points per trip per vehicle in busy routes.

**1** Distribution center

**100+** Distributor Points



Tata 207



Tata ACE

**1+** Years Engagement

**32%** Increase in Drop points