

CASE STUDY

Indian CPG Major

Uncovering value in
secondary distribution



About Customer

Transport optimization of secondary distribution network for Indian CPG major

India-based CPG Major in food products has a large pan-India network. Revenues upwards of **1 Billion USD**.

Industry
CPG

Solution Area
Transport optimization

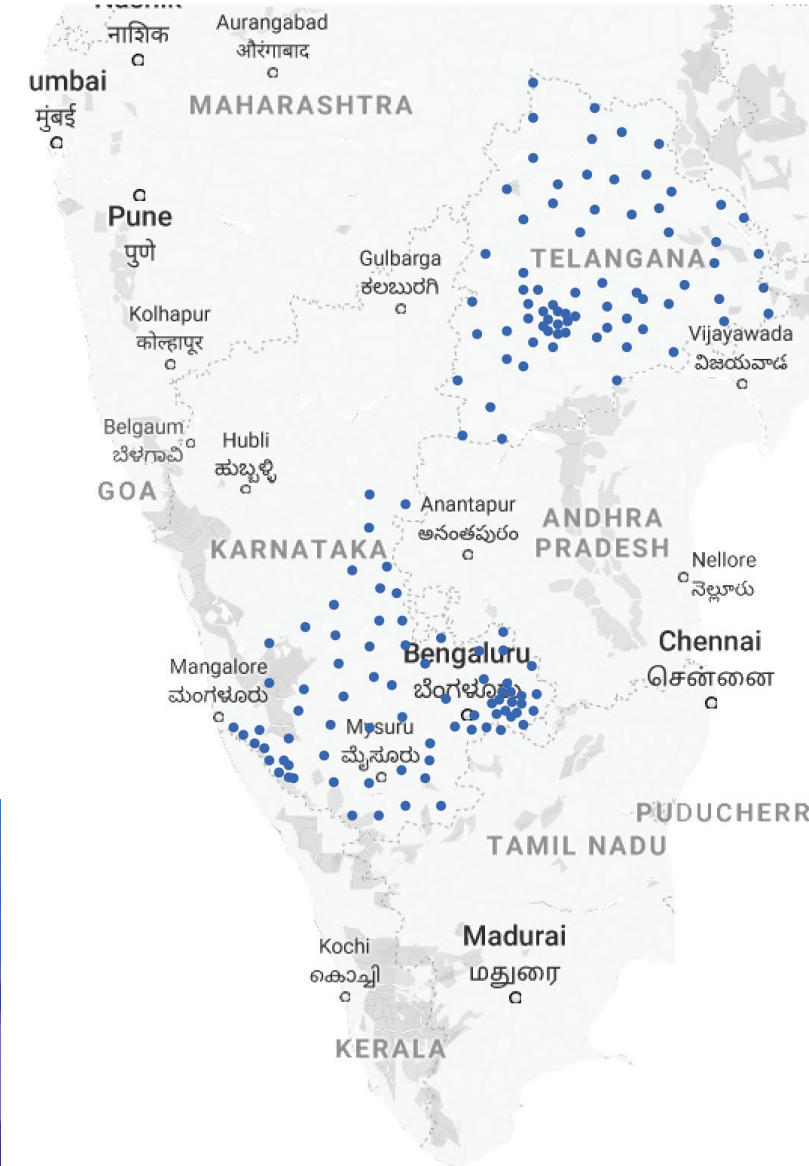


The Engagement

- Build a baseline transport planning model to mimic the as-is state
- Introduce dynamic planning using best-in-class optimizers to replan quickly
- Build an accurate distance time matrix across all locations
- Incorporate all network constraints and availabilities network to enable real-world multi-stop planning
- Upcountry and same-day delivery planning & automation

Business Challenges

- Manual transport planning with a static/ thumb-rule based approach
- Inefficiencies due to the high variability of orders and truck availabilities
- Zero-day inventory policy implementation stressing dispatch planning team to optimize costs



Business Benefits

- Reduction in the number of total trips by 10%
- Reduction in the total cost/unit by 9%
- Improvement in the truck utilization by 11%



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