SuperPowering SAP with Multi-Enterprise TMS for Anmol Industries, an FMCG Leader

Case Study

About the Company

In its 29th year, Anmol Industries has solidified its position as a go-to biscuit and confectionery brand across India. With a robust presence in over 25 states, encompassing **4500+ outlets** and **2,700+ super-stockists**, the brand reaches a vast network of 18 lakh outlets.

Anmol's diverse product range, featuring 61 biscuit varieties and 26 cake options, caters to various tastes, making it a staple in households. Recognized as the 4th largest biscuit and 5th largest cake brand in India by revenue, Anmol has extended its delightful offerings to **27 countries**. Operating **7 manufacturing facilities** with a production capacity of **3,22,660 MT** per annum, Anmol Industries exemplifies a commitment to quality and scale in the confectionery market.
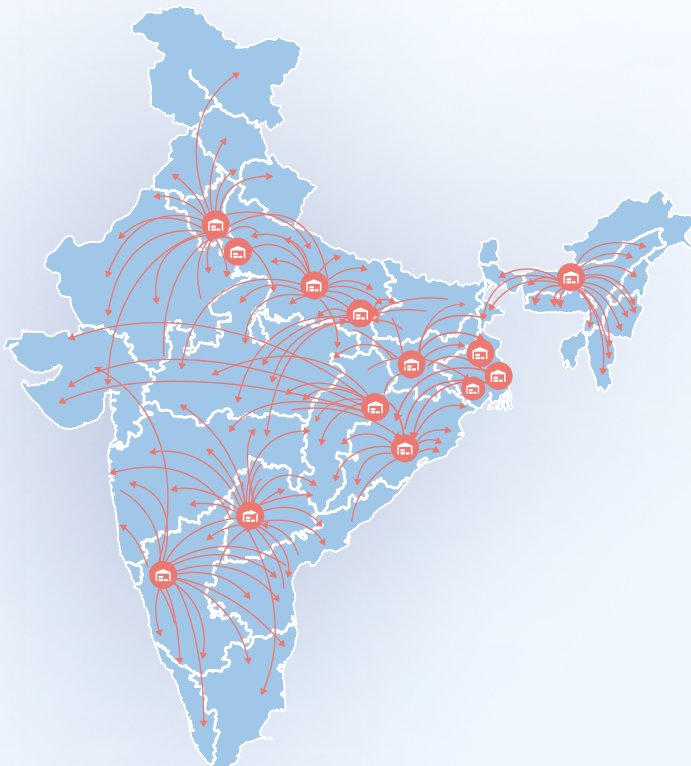
4,00,000+ MT
Goods Moved Annually

34,000+
Yearly Trips

INR 58+ Cr
Annual Freight Value

80+
No. Of Carriers

14
Sites Across India

100+
No. Of Internal Users

120+
No. Of Carrier Users

3700+
No. Of Customer Users

Key Achievements

In 2017, Anmol Industries embarked on a transformative journey as the **2nd client of SuperProcure**, heralding the inception of a thriving and enduring partnership.

85% Time Savings On Spot Vehicle Sourcing

90% On-Time Vehicle Placement

2x Increase In Timely Material Delivery

100% Visibility & Collaboration

100% Automated Plant Gate-In/Gate-Out Process

100% Audit Complaint

5x Faster Payment Process With E-POD & E-LR

Remarkable Reduction In Freight Value

Freight Value (In INR)
Timeline
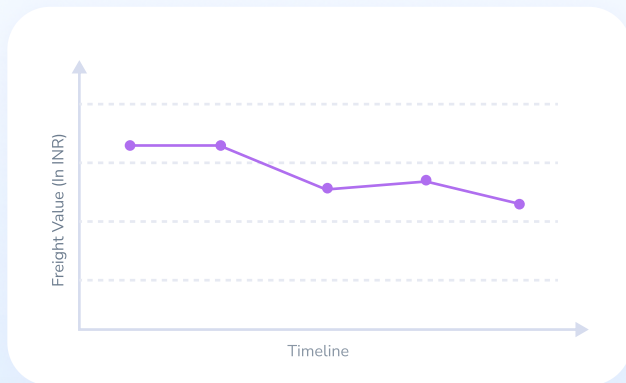
Anmol Industries achieved exceptional reduction in freight value, consistently driving down the overall expenditure over an extended period, showcasing unparalleled cost efficiency.

Efficient POD Management

95%
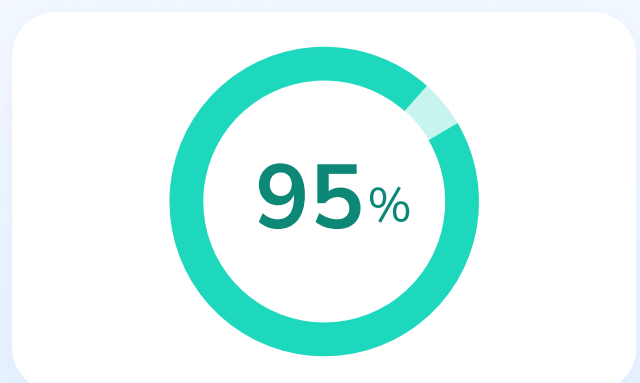
Anmol Industries excels in Proof of Delivery (POD) processes, boasting a remarkable 95% success rate. Due to high adoption by consignees, ensuring the overall effectiveness of the system.

The Logistics Value Chain Of Anmol Industries

MANUFACTURING PLANT   MANUFACTURING PLANT

DEPOTS   DISTRIBUTORS & DEALERS
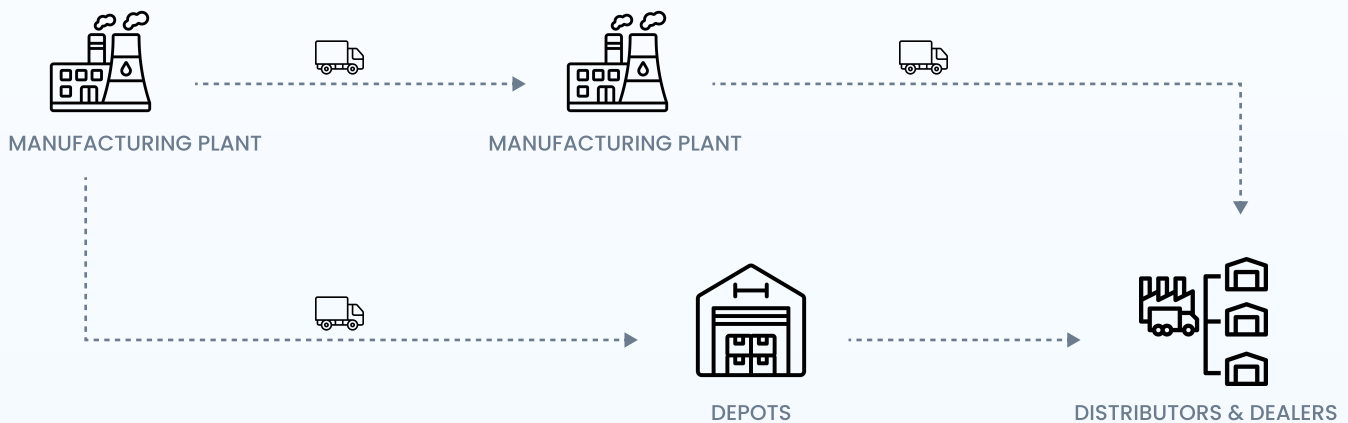
Key Challenges, Solutions, and Outcomes

1. High Savings in Freight Costs & 90% On-time Placement

CHALLENGE

Manually reaching out to a set of transporters, negotiating rates, and finalising prices was a challenging task that increased the vehicle finalisation time and decreased employee productivity.

SOLUTION

The Automated SP Freight Sourcing solution offered a user-friendly e-bidding platform, enabling them to conduct swift 15-minute reverse auctions. This approach yielded over 90% on-time vehicle placement and effectively reduced their freight costs.

2. Automated Freight Costs Approval Workflow Saving 95% of Team's Time

CHALLENGE

Anmol Industries relied on a cumbersome manual process for approving freight costs that required reaching out to the different authorities via email or in-person visits, making the process time-consuming. Moreover, this system proved difficult to manage data and generate reports.

SOLUTION

SuperProcure enhanced efficiency in their freight costs approval process by implementing rule-based auto-approval workflows. The system notifies authorities promptly in case of any deviations, resulting in 95% time savings.

3. Centralized Platform Enabling 100% Transparency & Collaboration

CHALLENGE

Earlier, logistics operations, including vehicle rate finalization and dispatch processes, were decentralized and managed by zones. This led to challenges for the management team in understanding ground-level processes, resulting in a lack of insights and analytics.

SOLUTION

All 14 sites are now seamlessly managed through a unified platform, consolidating logistics operations for each zone. This has provided the management team with 100% visibility, transparency, and valuable decision-making insights.

4. End-to-end Shipment Visibility via SIM & FASTag Tracking

CHALLENGE

They previously relied on manual phone calls to communicate with transporters and drivers, seeking updates on vehicle locations for delivery time estimates. This manual process resulted in confusion, a lack of visibility, and dissatisfied customers.

SOLUTION

Through SuperProcure's tracking solution, real-time updates and milestones of the vehicle are seamlessly shared, eliminating any operational hassles. The system proactively sends alerts to relevant stakeholders, keeping them informed about the progress of their order deliveries.

5. 5x Faster Invoice Payment Process

CHALLENGE

The prolonged manual transporter payment process, extending over 4-6 weeks post-LR submission, led to strained relationships with transporters and financial efficiencies for the company.

SOLUTION

With e-LR & e-POD solutions, the payment process is accelerated, removing the need to chase the vendors repeatedly. Customers uploading and approving digital documents enable vendors to receive payments promptly, making the payment process 5x faster.

SuperPowered SAP With SuperProcure TMS

Anmol Industries Revamped Their Logistics By Smartly Connecting SAP ERP With SP TMS, Creating A Dynamic Multi-Enterprise Network By Connecting All Their 14 Sites, 120+ Carrier, And 3700+ Customers.

This Tailored Integration Boosted Their Logistics, Making Things Run Smoother, And Improving Teamwork And Communication For Everyone Involved In The Supply Chain.

✅ **The Result Was An Even More Powerful ERP, Facilitating An Easy And Impactful ROI.**

Pre-Integration Challenges

- Labor-Intensive Data Input
- Siloed Systems With Duplicate Entries
- Manual Freight Bill Creation By Carrier
- Insufficient Granularity In SKU-Wise Processing
- Increased Likelihood Of Errors In Freight Bills
- Delays In Processing Documentation
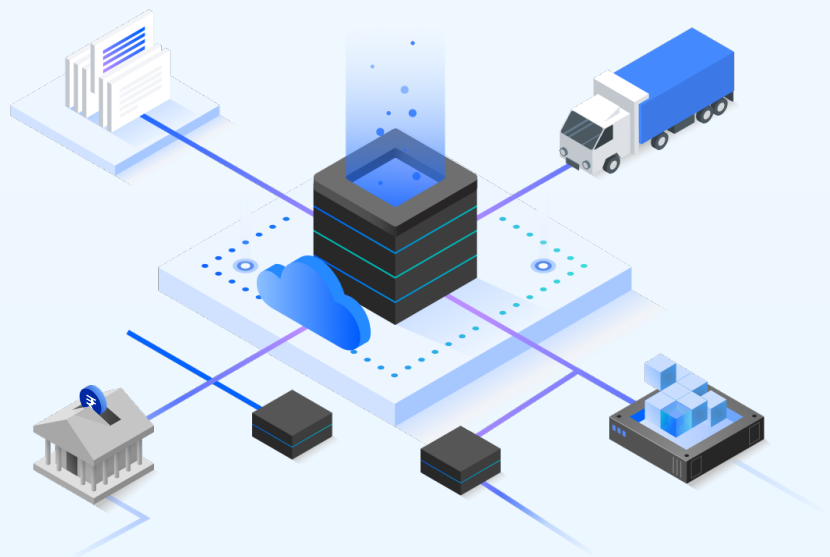
Tailored Seamless Integration Between SAP & SuperProcure
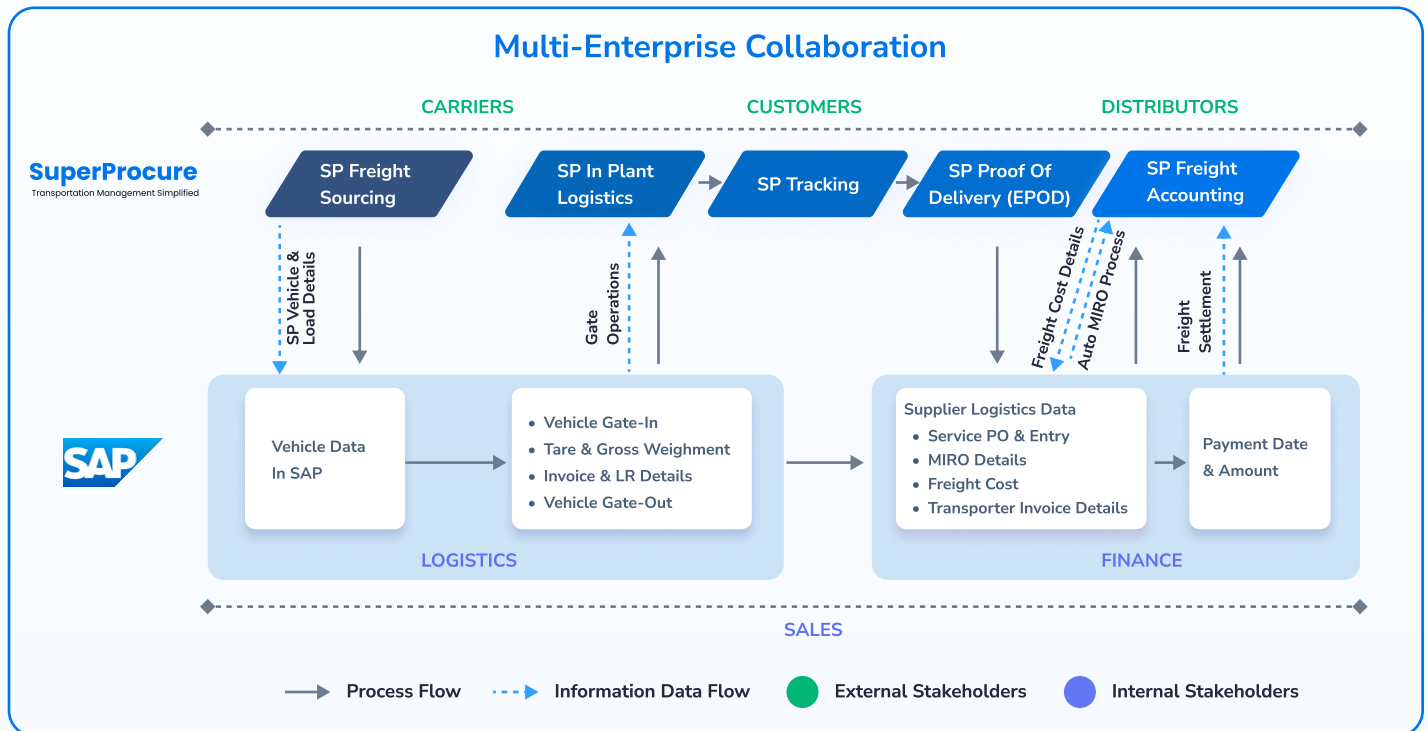
Post-Integration Success

- **83%** Decrease In Manual Efforts
- Seamless Integrated System With **No Duplicate Entries**
- **Automated Freight Capture** Directly Into SAP
- Detailed SKU-Wise Processing Of **Electronic Proof Of Delivery** (E-POD)
- Automated Creation And Reconciliation Of Freight Bills
- Implementation Of **AutoMIRO Park Functionality** For Efficient Financial Processes

With The Integration Of SuperProcure TMS, Anmol Industries' SAP Was Transformed Into A Multi-Enterprise Collaboration Platform, Where Information Flowed Seamlessly, Challenges Met Solutions, Leading To Higher Team Productivity And Unparalleled Operational Excellence!

Customer Review

Freight Sourcing Approval Workflow

★★★★★

Overall Quality

★★★★☆

Ease of Use

★★★★☆

Features & Functionality

★★★★☆

Testimonials

Centralised Logistics Operations

"We've Had An Excellent Experience With SuperProcure. The Platform Has Proven To Be Instrumental In Saving Both Time And Costs For Our Logistics Operations. The Seamless Flow Of Data Through SAP Integration Has Enhanced Our Operational Efficiency, Providing A Unified View Of Our Logistics Processes. This Integration Ensures Real-Time Data Synchronization, Allowing For More Accurate Reporting And Analytics."

Mr. Chandrashekhar Joshi

IT Head
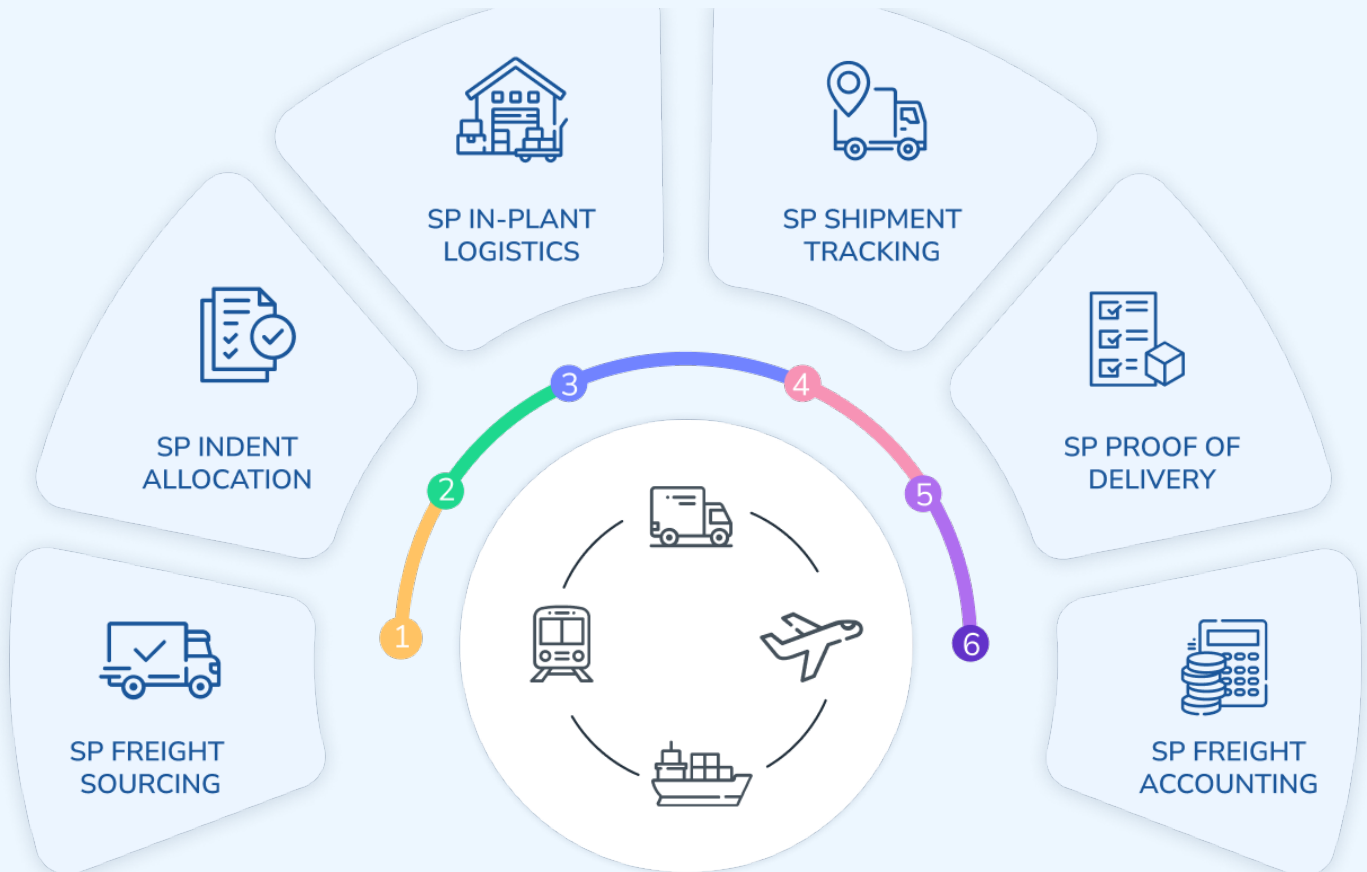Anmol Industries

Logistics Efficiency Transformation

"SuperProcure's Platform Doubled Our Employee Productivity, Offering End-To-End Visibility For Management. It's A Game-Changer - Centralizing Logistics Operations, Reducing Time & Costs, And Significantly Enhancing Collaboration Across All Our Internal & External Stakeholders."

Mr. Deepak Banerjee

Logistics Head- Pan India
Anmol Industries

Anmol

Solving Unique Challenges with Next-Generation End-to-End TMS

SP IN-PLANT LOGISTICS

SP SHIPMENT TRACKING

SP INDENT ALLOCATION

3

4

SP PROOF OF DELIVERY

2

5

SP FREIGHT SOURCING

1

6

SP FREIGHT ACCOUNTING

SUPPLIERS → FACTORY → WAREHOUSE → RETAIL STORE

Suppliers − Carriers − Logistics − Operations − Finance − Distributors − Consignee

Ready to achieve similar Results?