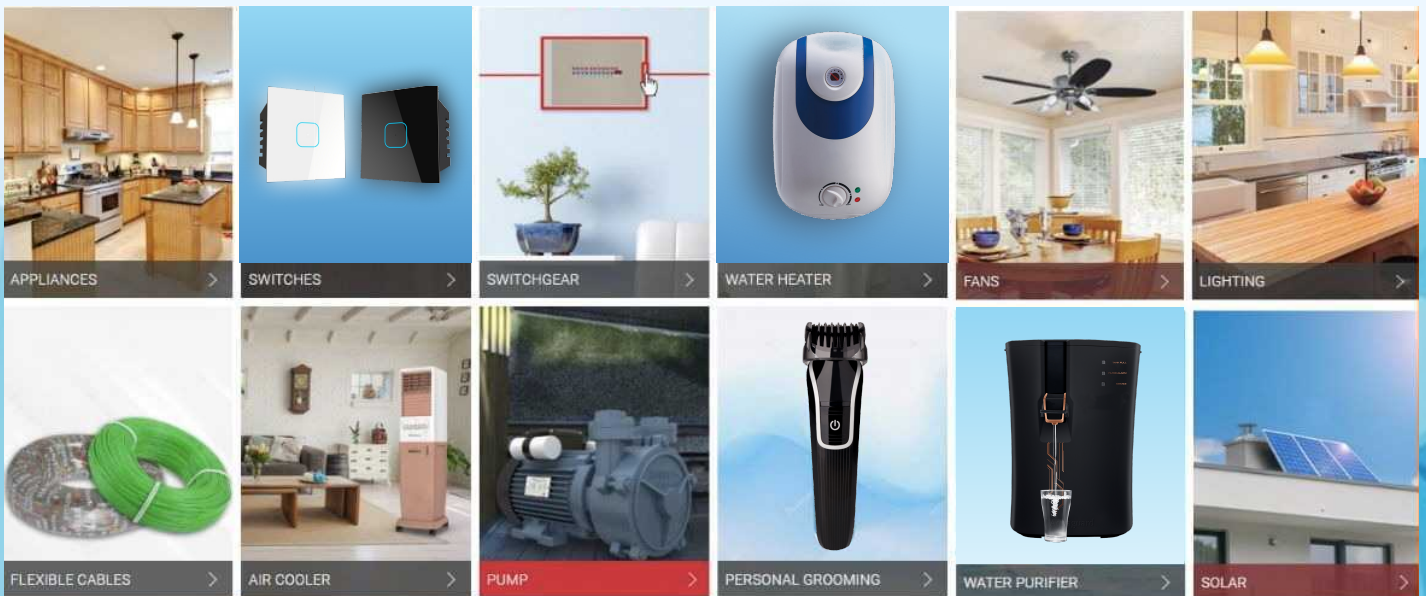


Case Study

Electricals (FMEG) | SP TMS

A Fortune 500 Electricals Company:

42 Sites, One Solution: Journey of Streamlining Logistics Operations & 5-7% Freight Cost Reduction for a Fortune 500 FMEG Leader



About the Company

Yearly Trips

60000+



Transporters

300+



Sites in the country

42



The company is a leading Fortune 500 powerhouse dominating India's Fast-Moving Electrical Goods (FMEG) sector and boasting a valuation surpassing the billion-dollar mark. Their core expertise lies in the manufacturing of electrical and power distribution equipment, with a product portfolio spanning 20 verticals. From Circuit Protection Switchgear to Cables & Wires, Motors, Fans, Lamps, Modular Switches, and beyond, they cater to a wide array of consumer needs.

Setting itself apart in the industry, this company maintains a global presence across more than 60 countries, supported by an extensive network of over 14,000 dealers and 35 branches within India alone. Backed by 14 state-of-the-art manufacturing facilities in the country, they ensure robust production capabilities. Additionally, their ownership of numerous esteemed brands cements their position as a trusted provider of top-tier electrical solutions, serving customers domestically and globally with unwavering reliability.



Key Achievements



Freight Costs Savings



Time Savings on Spot Vehicle Sourcing



Time Savings on Contract Indent



On-time Vehicle Placement



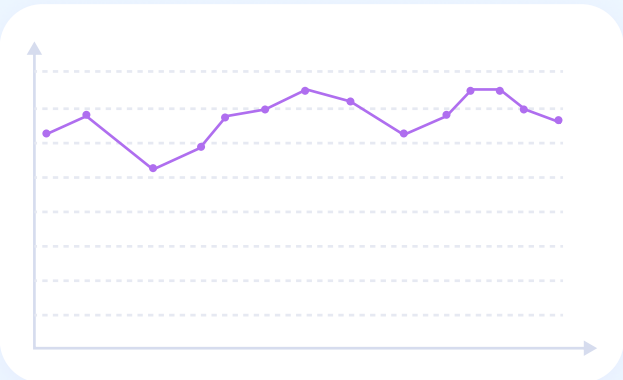
Visibility & Collaboration



Audit Complaint

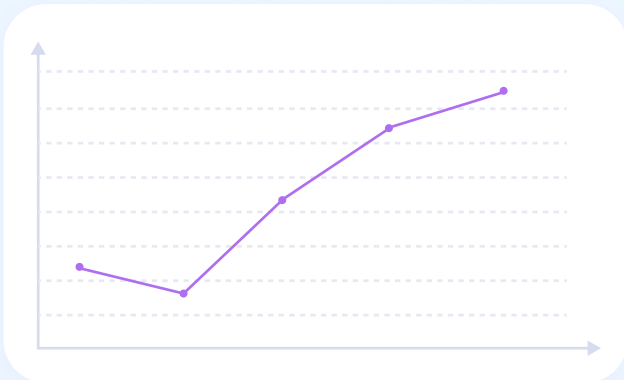
Implementation & Go-live of SuperProcure's Freight Sourcing took just 2 days!

On-time Vehicle Placement



They consistently achieved an average of 85% on-time vehicle placement through the automated freight sourcing solution. This high on-time placement rate positively impacted their overall performance and customer satisfaction levels.

Enhanced Vehicle Dispatch



Post-implementation across 42 branches, they witnessed a significant boost to the overall vehicle dispatch efficiency. Continuous optimization ensured consistent improvement on a month-on-month basis.

Key Challenges, Solutions, and Outcomes

1. Faster Vehicle Sourcing at 5–7% Reduced Freight Costs

CHALLENGE

Sourcing vehicles manually from a pool of 300+ transporters through phone calls & emails, and rate negotiations consumed over 2 hours daily. This resulted in extended vehicle finalization times and higher freight costs.

SOLUTION

Implementing SP Freight Sourcing, a reverse-auction-based digital freight sourcing solution, reduced vehicle sourcing time to just 15 minutes, saving 88% of the time to source vehicles, significantly lesser manual effort, and cutting freight costs by 5–7%. This improved transparency ensured fair opportunities for all carriers and boosted vendor collaboration.

2. Lower Freight Costs & 60% Time Savings in Contract Indents

CHALLENGE

Manually managing transporter contracts, negotiating rates via email, and finalizing them for specific lanes took over 8–10 days with no proper record-keeping & increased freight costs. It was difficult to maintain SOB adherence, audit logs, carrier performance, and SLA monitoring.

SOLUTION

The logistics team achieved a 60% reduction in contract indent finalization time and lowered costs by allocating contracts to vendors with the lowest quotes, all while ensuring compliance and maintaining a comprehensive audit trail. Data-driven reports enhanced decision-making by monitoring carrier performance and SLA compliance.

3. Centralized Control Tower with 100% Visibility to Logistics & Sales

CHALLENGE

The management lacked ground-level insights like transporter contracts, vehicle placements, finalization rates, and time spent, especially across 42 sites. Compiling and standardizing data from multiple sources for analysis was time-consuming.

SOLUTION

SuperProcure centralized operations across 42 sites with a real-time platform, delivering 100% visibility and transparency to management. Dashboards and analytics, including SOP adherence and indent vs. placement reports, improved operational efficiency and decision-making. Role-based access control ensured security.

4. Real-Time FASTag Tracking for Improved Shipment Visibility

CHALLENGE

Within the FMEG sector, transporting valuable goods poses significant risks, including theft and misuse. Without digital shipment visibility, manually tracking 5,000+ trips per month was a challenging task involving numerous calls to transporters and drivers.

SOLUTION

SP Shipment Tracking's FASTag & SIM-based tracking solution improved visibility, and provided instant alerts and accurate ETAs. This enabled them to track shipments in real-time through a centralized dashboard and improved collaboration while eliminating frequent calling.



Customer Review

Overall Quality



Ease of Use



Customer Support



ULIP-based Insights



Testimonials



Enhanced Team Productivity

"Superprocure truly is a valuable asset for our supply chain operations. It has revolutionized our logistics procurement, saving time, enhancing efficiency, and driving freight cost reductions. It simplifies contract management and boosts decision-making with real-time competition in sourcing."

General Manager- Logistics Procurement



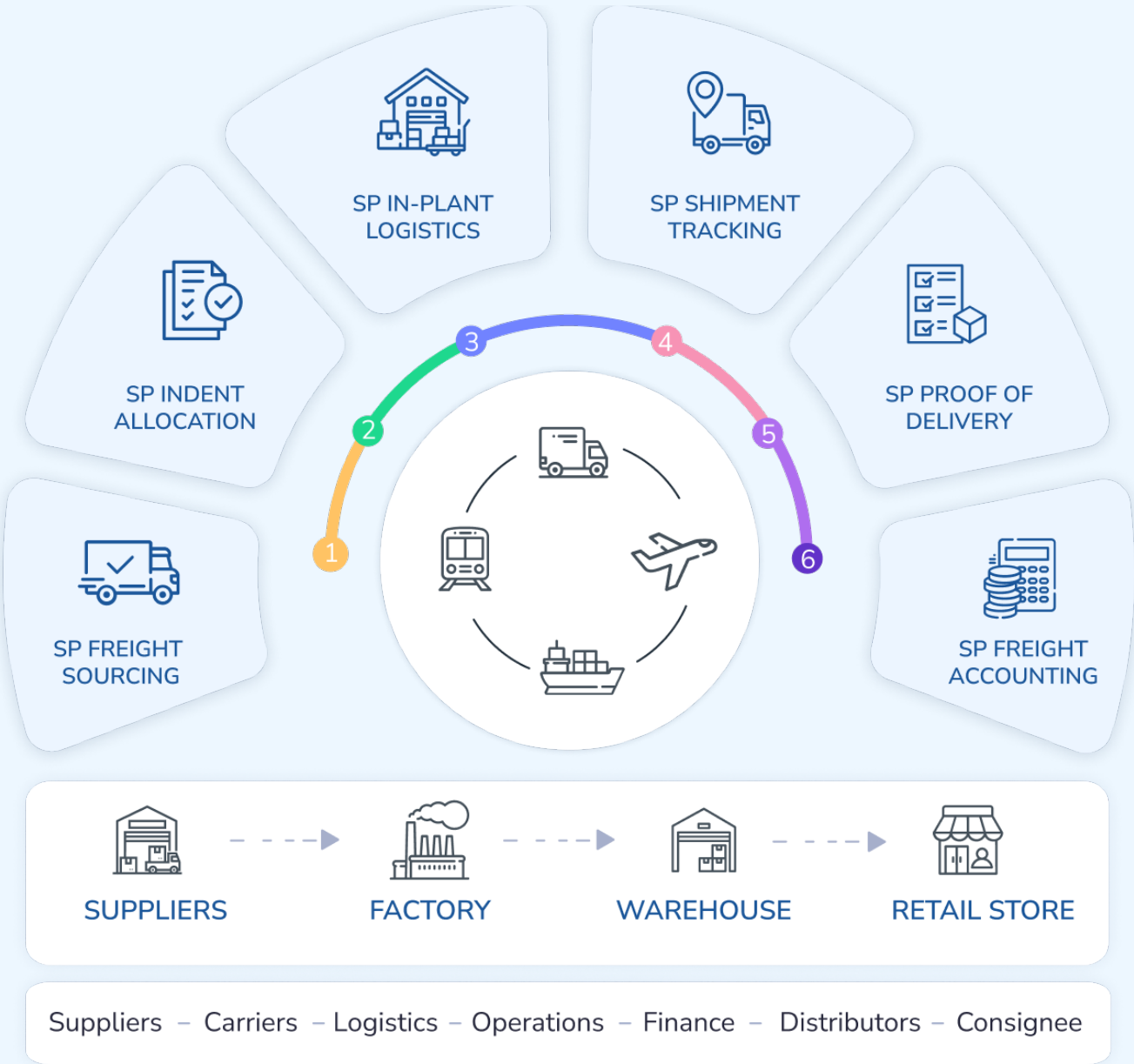
Seamless Freight Sourcing

"SuperProcure transformed our vehicle sourcing process, saving time and centralizing coordination with transporters. Negotiations now take just 15 minutes, and we have improved visibility across 42 sites. The freight sourcing module was implemented in a matter of just 2 days. The user-friendly and proactive approach makes SuperProcure the top choice in the industry!"

Sr. Manager Supply Chain



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



Ready to achieve
similar Results?