

CASE STUDY



How Hector Beverages saved **4% in freight cost** by digitizing contract auctions for **700 lanes**, and expanding their **vendor network by 50%**

About Hector Beverages

Founded in 2009, Hector Beverages, the brand behind everyone's favorite **Paper Boat**, has emerged as a **leading FMCG company**, bringing traditional Indian flavors to modern consumers. With a focus on authenticity and innovation, the company has built a strong presence across India. Hector Beverages operates multiple manufacturing facilities across pan India

As Paper Boat's popularity soared and its footprint expanded across the country, managing logistics efficiently became utterly important. To keep pace with growing demand, the company needed a smarter, more streamlined approach for a cost-optimized supply chain.



Impact From Contract Auction Implementation



4%

Freight Costs Savings



51%

Time Savings In Procurement



100%

Audit Compliance



50%

Increase In Vendor Base

Challenges, Solutions & Measurable Gains

1. Optimized Network Mapping For Maximum Vendor Utilization

CHALLENGE

Hector Beverages' existing vendors were restricted to known routes, leaving their potential on other lanes untapped. This resulted in underutilized vendor capacity and inefficient lane planning, increasing logistics inefficiencies.

SOLUTION

SuperProcure mapped current transporters to additional lanes, maximizing their capacity and improving network efficiency. This strategic realignment reduced dependency on a limited set of transporters and optimized lane allocation for better logistics performance.

2. Automated RFP Process Eliminated Manual Follow-Ups And Delays

CHALLENGE

Floating RFPs, negotiating rates, and finalizing contracts required extensive manual coordination, leading to delays in procurement decisions and increased administrative burden. Multiple follow-ups with transporters made the process time-consuming.

SOLUTION

SuperProcure automated the RFP process, enabling seamless floating of requests and ensuring wider participation from transporters. This eliminated manual follow-ups, accelerated rate discovery, and improved procurement efficiency.

3. Live Bidding Mechanism Reduced Freight Costs By 4%

CHALLENGE

Without real-time bidding, Hector Beverages lacked visibility into competitive market freight rates, often resulting in higher logistics costs due to static rate negotiations.

SOLUTION

SuperProcure introduced live bidding, allowing transporters to bid competitively in real-time. This ensured transparent rate benchmarking, eliminated hidden markups, and secured cost-effective contracts for the company.



Challenges, Solutions & Measurable Gains

4. Structured Workflows Boosted Compliance And Visibility

CHALLENGE

Manual processes lacked audit trails, making compliance tracking and policy adherence difficult. Procurement decisions were harder to validate, leading to inconsistencies.

SOLUTION

SuperProcure digitized the entire procurement process, ensuring complete transparency, automated audit trails, and adherence to procurement policies. This improved accountability and made vendor selection more structured and compliant.

5. 50% Increase In Vendor Base For Competitive Pricing And Service Options

CHALLENGE

Hector Beverages relied heavily on a small set of transporters, limiting competition and flexibility in procurement. This reduced their ability to secure better rates and service quality.

SOLUTION

SuperProcure onboarded new transporters, increasing competition and reducing dependency on a limited vendor pool. This broader vendor base enabled better pricing negotiations and improved service reliability.

Customer Spotlight: What Hector Beverages Has To Say

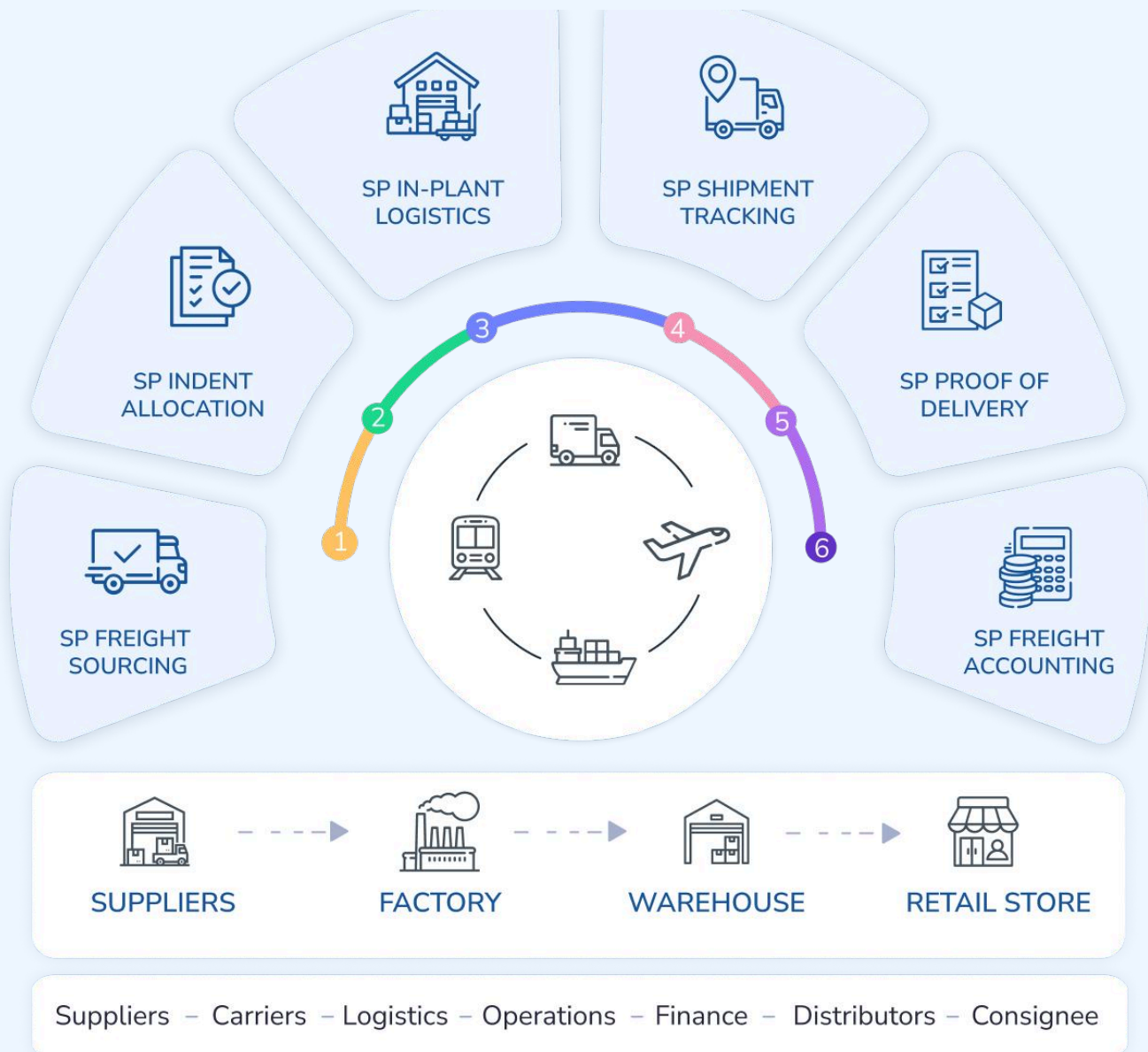


"Our Experience With SuperProcure Has Been Exceptional. The Contract Auction Module Has Streamlined Our Freight Procurement, Expanded Our Vendor Network, And Delivered Significant Cost And Time Savings. The Platform's Efficiency, Transparency, And Ease Of Use Have Truly Transformed Our Logistics Operations. We Rate SuperProcure 5/5 For Their Innovative Solution And Outstanding Support."



Hanumantha Rao
Associate Director Supply Chain

Solving Unique Challenges of FMCG Industry with Next-Generation End-to-End TMS



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