

LOGISTICS AND ALLIED SOLUTIONS

Franchising for efficiency

Cadbury India had to recently send 7,000 kg of ingredients via courier to its UK operations for trials related to its global operations, but it involved several challenges, especially given that the normal order size for transport was about 100 kg in a day. Apart from that, maintaining the freshness and quality of these ingredients in transit were also key, but it did not daunt DTDC.

DTDC, with its vast experience in this segment of supply chain operations, meticulously planned the entire operation jointly with the client, and ensured clear documentation, on-time pick-up of material, checked and removed any damaged bags, palletisation and personal monitoring of the packing.

In addition, it tracked the movement of the shipment from India to the UK, and kept the client's offices in India and UK updated, and also simultaneously leveraged the various technological solutions it offers, including real-time connectivity, end-to-end tracking solutions, and Internet-based status query solutions.

And, it was no surprise that the consignment reached its final destination well ahead of time, and with the quality specifications set out.



"Your passion and commitment ensured that you adhered to deadlines set out."

Sriram K,
Head of Production,
Cadbury India

"DTDC has grown thanks to its franchisee-based model and value-based delivery system."



Subhasish Chakraborty,
Chairman and
MD, DTDC

Website: www.dtdc.com
Launched: 1990
Number of employees: 7,000
Business model: Asset light model
USP: Technology-based solutions

