



# Citylink's "Ceramic" Solution

## Executive Summary

The customer is India's fastest growing company in the Sanitaryware segment. They have an extensive product portfolio that includes high end showers, stylish wall and floor tiles, steam cubicles, whirlpools, sanitaryware and faucets.

## Challenges

Since, this is a sector that handles large number of fragile items with high product value we, in addition to transporting goods on time, they were to be moved safely to a large dealer base in Bangalore. To decrease the spend on transportation cost, it was necessary for the customer to implement a high utilization model. The overall challenge here included:

- To handle transportation with care and have no product damages
- To maintain product orientation and thereby maximizing vehicle utilization
- To operate milkrun model with multiple trips from the hub given the infrastructural and supply side challenges

## Process

Transporting fragile goods is extremely challenging and requires a great deal of long term and short term operations planning. With the large experience in handling distribution the product here had to be studied for assigning the right vehicle-driver combo. Also for the extra hours utilization of vehicle, multiple challenges in supply side had to be tackled to give a premium trucking service.

### Services included:

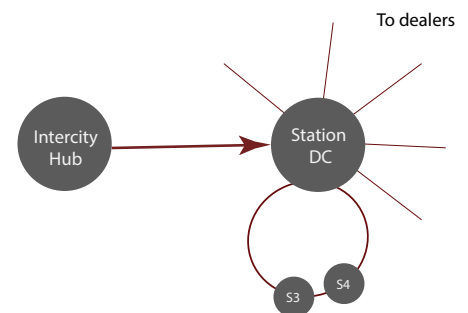
- Inbound transportation from Bangalore city market to the main warehouse
- Main warehouse to all dealer points in Bangalore based on milkrun model making multiple trips

## Result

With over 2 years of continuous engagement we were able to scale the operations by providing 50% more vehicles. There were no assignable cases of enroute product damages during our engagement

**1** Main Hub

**35+** Stores to Deliver



**50%** Increase in Vehicle count

**1** Year of Engagement