

Switch to the Growth Cycle



How Gro is redefining

Transportation



Pioneering a revolution in

Freight, through a Digital Ecosystem

Gro is redefining the landscape of transportation by integrating comprehensive digital solutions and expert operational management. With Gro, both shippers and fleet owners are experiencing a transportation business with issues minimised and success maximised.

We are Gro Digital Platforms, a Hinduja Group company and a subsidiary of Ashok Leyland and Hinduja Leyland Finance.

By leveraging our leadership in the commercial vehicle market and offering end-to-end Managed Transportation Solutions, we address critical constraints and clear the never-ending hurdles in your transportation management, resulting in superior operations.



The rapidly expanding

Gro Platform



18,000+

transport
partners/truckers



180+

locations with
physical presence



180,000+

vehicles on
platform



1000+

shippers



3500+

freight lanes

The big four

Transportation Challenges



Transportation in India faces challenges that significantly impact all businesses.

These challenges have direct financial implications, driving up costs, leading to ineffective inventory management, and missed sales opportunities. Beyond the immediate financial implications, these challenges strain relationships with suppliers and retailers, making it difficult to meet demand fluctuations and affecting overall Supply Chain Management.

In the competitive business landscape, addressing these transportation challenges becomes top priority for sustaining and driving growth.

The daily challenges and pains of

Transportation Management





Transport Supply

The limited diversity of transport providers across different regions, coupled with unreliable services and a lack of price transparency, hampers the efficiency and cost-effectiveness of logistics operations. Uncertain freight rates and concerns related to the share of business only make the problem worse.



Visibility

Companies often grapple with a lack of data insight into their logistics operations at various plants and also poor transit visibility. This also has direct customer impact. It leads to delayed time-to-market, stockouts, and overstocking, causing poor customer service and damaging brand reputation.



Controls and Compliance

Lack of controls and supplier compliance pose significant risks. The absence of audit trails and insufficient validation of vehicles and drivers can lead to issues in claims and penalties.



Productivity

Productivity is compromised by non-value adding activities, including lengthy approval processes, offline validations, and cumbersome bill processing.



"How do I source the right Transport suppliers for each of my plants?"

"5 plants,
12 transporters,
500 trips a month,
500 invoices to be
reviewed and
approved !!
Where is the time?"



"The L1 supplier wants to place different vehicle type. There is no transparency in pricing and freight rate negotiations"

"My L1 supplier has not placed the vehicle. What do I do?"



Gro introduces

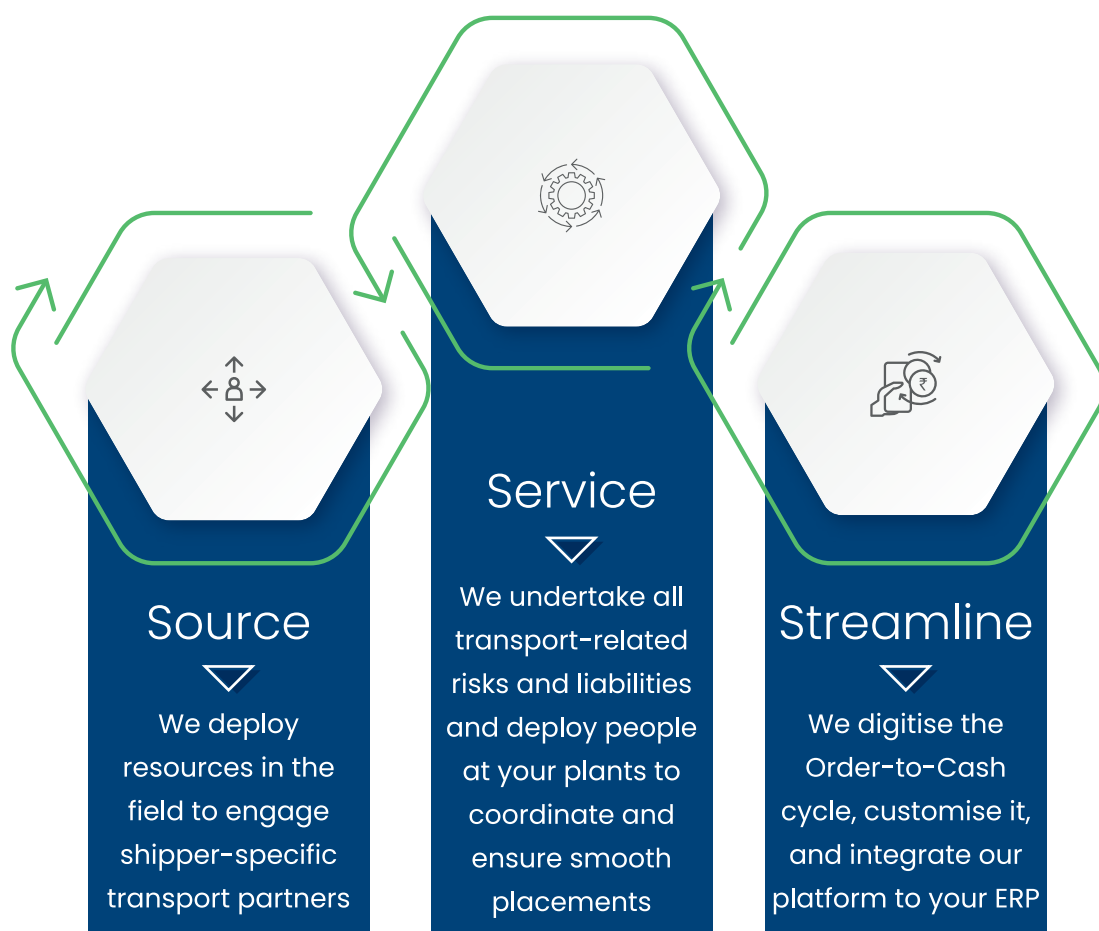
Managed Transportation Solutions

Today, shippers have to work with multiple transporters and face several operational hassles.



We transform your transportation with

Our Three Pillars of Strength



By becoming the single accountable entity for your multi-plant transport operations.



By simplifying payments, with just one monthly transaction, eliminating the need for multiple bill processing.

We enabled a leading FMCG company to achieve

8% savings on their transportation cost



The business

A leading South-based FMCG with pan-India market presence in diverse categories including food & beverages, personal care, household products etc. had challenges with sourcing and visibility.



The scale

With 8 different plants (including TPUs) and approx. 200 different lanes and 5 transporters in every location, their distribution network was significantly complex.



The challenges

Despite having run RFQ and identifying L1 suppliers, transportation cost was not predictable due to periodic exception requests. An inability to source vehicles locally during peak times and no central visibility to plant-level transport sourcing and execution caused a lot of operational pain. Additionally, the Logistics Head and support teams spent extensive time in reviewing requests and approvals, and in POD collection, bill processing and addressing supplier queries.



The transformation

With Gro, the company streamlined sourcing by increasing supply base and running periodic RFQs, effectively providing a savings ranging from 5-15% across lanes and an overall average savings of 8%. With our on-ground teams, we ensured cost predictability and 100% L1 compliance while Gro managed market fluctuations. With increased digital transparency of plant operations and streamlined invoicing process, Gro also improved the productivity of both the logistics and finance teams.



90%



We powered a leading foundry to register a

5% gain in efficiency by streamlining their sourcing



The business

The second largest foundry in the country that supplies engine and other automotive castings to major auto OEMs across the country faced supplier and placement issues.



The scale

The company moved 10,000 tons per month with 2 plants and more than 80 lanes and 3 vehicle types.



The challenges

Severe placement issues during peak periods despite having contracted suppliers with fixed rates and an over-dominance by a few large transporters prevented the company from expanding its supply base. This amplified its inability to source specialised vehicles at times of need. Additionally, manual processes of managing execution resulted in lack of transparency of operations and delays in supplier payments.



The transformation

With Gro, the supply base was increased and streamlined, which directly resulted in an upfront savings of 5% in transportation costs. Digital interventions also improved the transparency of plant operations. Gro also enabled the centralisation of invoicing processes which resulted in reduced time spent by both the logistics team and finance team.



structure

50%



We are
Transportation Experts

WE EXPAND YOUR ACCESS

WE OPTIMISE YOUR PROCESS

WE ENSURE YOUR SUCCESS

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