

- **Client Name :** (Retained)
Sector: FMCG
- **Service Offered :** Warehousing, Secondary distribution
Type of Warehouse – NDC
Size – 47,000 sq ft.
Monthly Throughput – 840 vehicles
- **Description :** The customer is a leading producer of quality tobacco based cigarettes. They are an internationally acclaimed brand and have established themselves as the fastest growing company in their segment
- **Client Requirements:** The customer had a unique but critical requirement. The product was to be launched in across India within 45 days and the distribution network was to be established 10 days before launch. Other aspects included:
 - Setting up of and management of NDC, RDC's across 6 states
 - Setting up of and management of a secondary distribution channel.
 - High level of security management for the product across delivery chain.
 - Immediate implementation and setup of the network.
- **The Synchronized Solution :** Within the span of a month, we established a network of warehouses in 6 cities and ensured that they were completely functional in time for the client's product launch. Our offering included:
 - Allocation of dedicated project team to co-ordinate implementation in time for launch.
 - Set-up of six high security warehouses in time for product launch
 - Cost-effective solutions provided at most locations through our network of Multi-user facilities.
 - Set-up of distribution network for milk-run delivery to customers.
 - Effective management of operations since implementation.

We were able to understand the customers need and our structure enabled us to adapt to be responsive and successful for implementation even in such short a time.

