

Delivering a customer-centric approach for a global sportswear brand

Assuring quality and reliability in warehouse management for a large sports wear manufacturer of Europe.

THE BENEFITS DELIVERED FOR THE BRAND

Scalable & Standardized
Increased capacity, productivity, and part of Multi-Client Campus

High Visibility
WMS system driven operations for accuracy and control

World-Class Execution
OMS Excellence School for productivity & standardization

Flexible Labor Management
On-demand workforce adaptability during peaks

HOW DHL SUPPLY CHAIN MADE IT HAPPEN

- **Consolidation of ~ 5 warehouses** in 01 National Distribution Centre
- **Modern multi-tier mezzanine shelving storage structure** and heavy-duty racks
- First site In India to **achieve FM Global certification**
- **PTL (Put to Light) sortation system** implemented for order execution which enhanced daily efficiency
- **6 Million units storage capacity** with 7,000 reserve bins plus 173,000 active bins
- **Go Green energy efficient solution** – T5 and Sky lights