

National distribution centre for a leading fashion apparel brand

DHL provides warehousing and distribution to retail stores, NCS channel & distributors for RMG, shoes and accessories.

THE BENEFITS DELIVERED FOR THE BRAND



Zero disruptions

To business during various consolidations



Highest quality operations

Qualified as India's first OMS Lighthouse site



Flexible & evolving solution

To manage aggressive Y-o-Y growth with Best-in-Class Operations



Enhanced Brand Presence

Logo on AWBs/mails supports global brand recognition

HOW DHL SUPPLY CHAIN MADE IT HAPPEN

- **End-to-End Solution** covering Warehousing, pan-India B2B transportation, returns management, complaint & claims management, e-commerce order fulfilment
- **Consolidated multiple warehouses** and Spillovers over an 11-year engagement
- **DHL Operations Management System (OMS)** implemented for operations
- **Enabled JIT deliveries** for same day dispatch for orders
- **Implementation of e-commerce processes** for marketplace orders in process

