

CASE STUDY



Adani Logistics

Company Name: Adani Logistics Limited  
Headquarters: Ahmedabad  
Products and Services: Logistics & Transportation  
Website: [www.adanilogistics.com](http://www.adanilogistics.com)

## ADANI LOGISTICS LIMITED

As technological advancements shrink the world, India has grown into a globally recognised country where national and international firms are constantly looking for ways and means to expand their business operations and reach. As a result of the huge diversity in India's topography which has become flat for businesses, the supply chain has taken on a critically important role – almost like the backbone of India's development. In 2008-09, the overall Indian logistics spend was in the range of Rs. 2.7 trillion, which is equivalent to around 8.2 per cent of the GDP (Gross Domestic Product).

The need of the day is a well-developed logistics industry which works with businesses to create a successful economy.

Founded in 1988, the Adani Group is one of India's fastest growing business houses. From a trusted trading house, today the group has become a global conglomerate with diverse ventures. One of its flagship ventures is its integrated logistics solutions division, Adani Logistics Limited (ALL). With an all-India licence to manage container train operations on Indian Railways, ALL provides pan-India multimodal logistics service for movement of goods in containers by train, road and sea. Not just moving containers, ALL also develops logistics parks which provide ground facilities including aggregation, warehousing, holding, inspection, custom bonding, stuffing/de-stuffing of EXIM and domestic cargo and loading/unloading of cargo.

Offering end-to-end logistic solutions for handling different kinds of cargo including containers, break bulk dry and liquid cargo, perishables and project cargo, ALL offers full container, full train load and less than a full container load services.

## ADANI LOOKS TO STREAMLINE ITS FUNCTIONS

As India's first private container train operator to have its own inland container depot with a capacity to handle up to two lakh twenty foot equivalent units annually, Adani has its Logistics Park spread over 750,000 sq meters with a bonded warehouse of 5000 sq meters, two railway lines, three electronic weigh bridges and container repair facilities. For such a large, widespread operation, their constant challenge was in integrating their road, rail and sea operations, especially in the light of the huge quantity and frequency of transactions.

Their second challenge was the lack of an efficient system to track consignments which often resulted in extra work for the staff to track delayed shipments. This was also affecting long-term customer relationships.

Their third challenge had to do with consignment re-handling. As it happens, at container terminals, several activities continuously take place, i.e. arrival of a ship (train or vehicle), unloading and then reloading the carrier, transportation of containers from the terminal to a warehouse where containers are stacked for disbursement. The quality of information prior to arrival of a consignment and post arrival has serious cost implications. For example, optimising carrier space would mean more earnings than having a half capacity carrier as the operational costs involved in transportation remain fixed immaterial of the size of the load. Not having a seamless integrated system with updated consignment information in real time was another challenge.

The operations staff, the warehouse, the logistics people used FoxPro and Excel sheets to capture data which was then e-mailed or faxed. This resulted in delays as well as version control problems. Documents related to consignments would also be lost or misplaced during transactions.

## RAMCO CREATES A FLAT WORLD FOR ADANI

Adani wanted an Enterprise Resource Planning software which would seamlessly integrate its multi locational operation and provide information, in real time, on its carriers. It wanted a next-generation trace and track system which would ensure that carrier space was optimised at all times resulting in cost benefits as well as improved customer relationships. Senior management at Adani also wanted to be kept abreast of information and wanted an ERP which would provide them business intelligence and data in real time on their logistics business. With future expansion plans, the system should have the capability to expand without them having to invest in anything new.

Their people were efficient in their areas of expertise and they were used to storing information in Excel sheets and databases. The ERP had to 'talk their language' and not be too technical to ensure that the staff felt comfortable using it.

As time is equivalent to money in the logistics business, they were looking for a quick solution to all their challenges.

## DOMAIN KNOWLEDGE DOMINATES

After evaluating some of the world's leading ERP solution providers, Adani chose to partner with Ramco for its end-to-end knowledge about the shipping and transportation industry segment.

Ramco's knowledge of the domain was a result of extensive research into the behaviour and business models of logistics providers. It understood the fact that more and more businesses were literally offloading a large part of their business operations onto logistics providers to eliminate major infrastructure investments even as they experienced improved agility in a dynamic market place and access to world-class processes all at reduced operating costs.

Adani's management was impressed with Ramco's expertise and knowledge in their industry space. The attention to detail and thorough knowledge of this space convinced ALL that Ramco would offer a solution which would be tailor-made for their business.

## ADANI EXPERIENCES SMOOTH SAILING

Having understood the dynamics of this business, Ramco had an advantage over other solution providers by being the only one to offer an exclusive Logistics and Transportation solution which is designed to address the expanding array of services offered by these companies.

Based on Ramco VirtualWorks™, Ramco 3PL and Transportation provides companies with the flexibility they need to rapidly respond to evolving corporate imperatives, regulatory changes, and market conditions.

Rather than re-deploy enterprise systems as the company reacts to these changes, the underlying platform can leverage business process models to quickly compose new business assets for true "change on demand".

Ramco's solution is comprised of:

- Inbound Logistics
- Outbound Logistics
- Warehouse Management
- Vehicle Management
- Inventory
- Human Capital Management

## SIZE MATTERS AND SO DOES COST

### *Reduced Costs*

With Ramco's solution Adani could cover all its core business processes of container terminal management for their container yards across the country. This provided greater efficiency and transparency in its operations with a high degree of automation coupled with container tracking. The solution covered areas such as yard planning, terminal operations, transportation, train planning and container consolidation and warehousing and translated into an ongoing cost savings of 27%. Container re-handling was another area which immediately experienced cost benefits of more than 15% by reducing material and manpower expenses. Adani's warehousing facility, which was a key income generator, could now be efficiently optimised to ensure that the warehouse capability was utilised to a maximum.

### *Increased Efficiency*

The system's capacity to generate varied reports ensured that all the people in the operations had a constant update on their own functions as well as how it inter-linked and affected other functions. This ensured that the supply chain links worked to maximum efficiency and immediately highlighted breaks in the chain if and when they happened so that corrective action could be immediately taken.

### *Transparency*

The solution helped Adani to draw all its disparate processes together to give the company instant access to information and valuable insights into their business.

## CAN RAMCO DO IT FOR YOU?

Of course it can! To find out more on how RAMCO can be stretched (or shrunk) to answer your need, call **1800 425 6667**.

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## SUMMARY

- Instant availability & accessibility of information at all processing desks by providing improvement in advance planning which has resulted in 25% cost savings across all operations
- Reduction of processing & documentation time/paperwork resulting in simplification of procedures
- Better cargo & space management in rack planning which has resulted in nearly 17-18% cost savings
- Complete control of container/cargo movements
- Fast & efficient load/discharge operation improved productivity in both rail side & yard side with minimal handling

# QUICK FACTS

## CUSTOMER BACKGROUND

- Provides logistic services
- Has its own multimodal links
- Has all-India licence for rail operations
- Provides ground facilities
- Handles varied cargo in different quantities

## HIGHLIGHTS

- Covered all the core business processes
- Greater efficiency and transparency in its operations
- High degree of automation
- Integrated processes

## CHALLENGES FACED

- Seeking better terminal management
- Need for better operational control
- Disintegrated multimodal system
  - Disparate systems
  - Need for optimising

## BENEFITS

- Cost savings across all operations
- Instant availability & accessibility of information
- Reduction in documentation
- Simplification of procedures
- Better cargo & space management in rack planning
  - resulted in 17-18% cost savings
- Complete control of container/cargo movements
- Fast & efficient load/discharge operation
  - Improved productivity in both rail side & yard side with minimal handling

## ICD SOLUTION

- End-to-end solution for container terminal management, yard management and rail management functions

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