



COMPANY

A prominent player in the consumer durables and electrical appliances industry was facing increasing complexity in managing its high-volume packaging supply chain. With a multi-plant manufacturing footprint and over 60 OEM partners across regions, the company struggled with maintaining standardization and brand consistency in packaging for nationwide distribution. The scale and spread of operations highlighted the need for greater control, consistency, and efficiency in packaging procurement and logistics.



CHALLENGES

01

Supplier Fragmentation

25+ vendors (many unofficial) led to inconsistent pricing, quality issues, and poor coordination.

02

No Commodity Indexing

No benchmark for paper prices — same product sourced at different rates across regions.

03

Decentralized Sourcing Model

Each plant operated independently with no central oversight, causing duplication and inefficiencies.

04

Brand Leakage & Compliance Risk

Unauthorized vendors had access to packaging collaterals, leading to uncontrolled brand exposure.



SOLUTIONS

01

Supplier Consolidation

Replaced **25+** vendors with a **single-source partner**, ensuring pricing control, quality consistency, and brand-safe execution.

02

Backward Integration & Rate Fixation

Established **direct links** with paper mills and enforced a “**One SKU, One Price**” model to eliminate regional price variance.

03

Centralized Visibility & Process Audit

Introduced a **real-time procurement dashboard** and audited SKUs/contracts to streamline sourcing and remove duplication.

04

Packaging Standardization & Vendor Gatekeeping

Standardized carton specs and eliminated unauthorized suppliers to **protect brand identity** and improve operational control.



IMPACT VALUE METRICS

Improved Significantly
Manpower Time Efficiency

Transaction Reduction
~35%

Vendor Count
25+ to 1

Spend Value Addressed
>45%