

Release

## **Mahindra Logistics and Flipkart collaborate for integrated Line Haul Solutions**

**Chennai, September 01, 2023:** Mahindra Logistics Limited, one of India's largest integrated third-party logistics service providers, today announced its collaboration with Flipkart for integrated line haul solutions that will enhance operational efficiency and consistency as well as reinforce both companies' shared commitment to innovation.


Mahindra Logistics will provide a dedicated fleet of Heavy Commercial Vehicles, assistance in route management and network operations, and advanced analytics for Flipkart's pan India operations. Mahindra Logistics will operate 32ft single axle heavy commercial vehicles for Flipkart in collaboration with Daimler India Commercial Vehicles, which will run on multiple national routes, across the country. In line with commitment to safety, all vehicles will have Advanced Driver-Assistance systems (ADAS), and various other vehicle security as well as driver safety & comfort related advance features.

The fleet deployed by Mahindra Logistics will primarily facilitate Flipkart's e-commerce parcel movements through hub-to-hub operations. The improvement in TAT, higher safety levels, and fleet management underline Flipkart's commitment to raising standards in the Indian e-commerce industry.

Commenting on this collaboration, **Mr. Rampraveen Swaminathan, MD & Chief Executive Officer**, said, *"We are pleased to collaborate with Flipkart and provide these Pan-India dedicated line haul transportation solutions. These solutions expand our current line haul offerings for Flipkart enabling them to reduce their total cost of operations and improve service. Our enhanced fleet management standards, integrated with a focus on driver wellness and diversity, will serve to deliver higher standards of operational quality."*

Flipkart has embarked on a transformative journey to enhance the efficiency and consistency of its Line Haul operations. This collaboration with Mahindra Logistics will help leverage company's capabilities in integrated logistics.

Speaking about the collaboration, **Hemant Badri, Senior Vice President and Head of Supply chain, Customer Experience, and ReCommerce, Flipkart Group**, said, *"As India's homegrown e-commerce marketplace, we have always believed that our actions should resonate beyond operational excellence and benefit the larger supply chain and logistics ecosystem in India. This collaboration with Mahindra Logistics will help in enhanced reliability and efficiency in our long haul operations. Their dedicated fleet management, expert route management, and advanced analytics will enable an optimal way of load consolidation, route planning enabling efficient, faster, and sustainable deliveries."*

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The integration of connected vehicle technology empowers the Mahindra Logistics control tower to monitor fleet efficiency. The solution helps improve turnaround times and service quality, reducing the Total Cost of Operations and customer service levels.

#### **About Mahindra Logistics**

Mahindra Logistics Limited is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and enterprise mobility. Mahindra Logistics serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customised and technology enabled solutions that span across the supply chain and people mobility services.

For more information, visit [www.mahindralogistics.com](http://www.mahindralogistics.com)

#### **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise. Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>