

# Case Study

ImpelPro SCM Solutions Pvt. Ltd.

November-2013

## Project background:

Source: The Dallas Group of America, USA (DGA) manufactures and markets their well-known quality Oil Filtering product - Magnesol XL, globally. The product has a proven track record of yielding high savings in frying oil consumption. Magnesol XL is widely recommended and used by many international QSR chains like McDonald's & KFC etc.

In India, some of the QSR chains shifted to other local and international products, as an alternative to Magnesol, mainly due to service level issues in maintaining uninterrupted supplies.

DGA approached ImpelPro with an offer to take over import and distribution of Magnesol and re-establish their hold in India Market. ImpelPro accepted the offer and became DGA's sole distributor for India in end 2013.

## Project methodology:

- ImpelPro activated its vast network and contacts in the QSR industry.
- Put together a Stock & Sell model covering inventory planning, imports, storage and distribution with a commitment of uninterrupted supplies.
- DGA along with ImpelPro got the commercials closed with the QSR users.
- ImpelPro signed agreements and restarted supplies to QSR industry with a focus on 100% on-time supplies.

## Project impact:

- ImpelPro has maintained 100% fill rate with no interruptions in supplies in the last 2 years in spite of increased volumes.
- Users are confident about availability and now operate with minimum inventory.
- A healthy partnership relation between DGA – ImpelPro – Users has been established.
- Opportunities to scale up the volumes by looking at feasibility of selling products to other users who currently do not use Magnesol.

## Sourcing & Supply

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**A case of a global manufacturer of niche product for Foodservice re-establishes its India market.**



**DALLAS**  
The Dallas Group of America, Inc.

