

Impelpro

Making a difference



ImpelPro- The core team (in the front row) - Shriram Hariharan; standing(L to R)- Sudhir Dabke, Sanjay Ghone and Sunil Nair

With rising operational scale & complexities in the Indian logistics space in recent past, it has increasingly become clear to one and all that supply chain management is no longer an activity which can be undertaken on a cursory basis. As the saying goes, supply chain today can simply make or break the prospects of a business. Hence, the loud and clear message which nobody can afford to ignore is - supply chain management should be guided and executed by specialists to ensure that not only work flow is smooth but also there are cost related benefits for all stakeholders in the value chain. Clearly, the

rule seems to be – if you find right specialists, you stand the chance to be benefitted with double bonanza.

Mumbai-based ImpelPro today certainly stands as the testimony to the fact that specialists can bring a world of difference to your supply chain performance. Formed barely a year ago, the company comprises of a strong knowledge pool in supply chain and logistics as reflected by its four core partners namely Shriram Hariharan, Sanjay Ghone, Sudhir Dabke and Sunil Nair who cumulatively bring on the table supply chain experience of over 11 decades in such diverse industries as 3PL, Quick Service Restaurants, Pharma, Retail,

FMCG, Food processing, Food Service, Agri. etc.

Says Sanjay Ghone, "After having worked in the industry for more than 2 decades, we realised that there are apparent opportunities to improve supply chain in the country. Each one of us having involved in complex world class operations, felt confident and passionate about exploring those. With varied experience and expertise, four of us very well complimented the purpose. Moreover, all of us were known to each other for more than 10 years, which I feel is very essential for any successful partnership." Sunil Nair adds, "The strength of ImpelPro is the hands on experience of each of the directors. Whether it be a start-up of new business or building a successful brand in the country, we have played leading role. I

Unique Offering

Warehouse Health Check-up Program (WHCP), a fully developed service from ImpelPro offers operations health check-up under eight important heads covering facility, people, EHS, operations, product safety, security, compliance and performance measures.

WHCP is not a software but an audit tool to ensure continuous vigilance on all important aspects of operations and ensuring brand protection. WHCP with active dash board and suggested corrective actions enables management to take right decisions and move on the ladder of continuous improvement. The tool helps in comparing multiple facilities (DCs/CFAs) for ranking and rewarding.

Prestigious Projects

- ▶ In June 2011, ImpelPro assisted Keystone Foods, a multinational food distribution company, with India strategy.
- ▶ ImpelPro is associated with ColdEX in re-engineering their secondary transport operations in the country, wherein the focus is on better controls, efficiency and improved services. The project is in progress and IT integration is being implemented now.
- ▶ ImpelPro assisted Jyoti International (National distribution partner for Subway and Yum (Small Ware), in restructuring their operations.
- ▶ ImpelPro is also involved in helping Brattle Foods in many of their start-up operations.
- ▶ ImpelPro is assisting one of the divisions of Johnson & Johnson, in designing, training and implementing QMS (Quality Management System) incorporating ISO and J&J global standards.
- ▶ Recently ImpelPro is partnered with a large 3PL organization for designing purpose built Distribution Centres for them across India. The DCs will be equipped with the best in class equipments, layout to support high velocity product movement, multi temperature zones, cross docking, separate section for Pharma and fully compliant to applicable Indian law, and various global standards.
- ▶ ImpelPro helped North West Carrying Company (NWCC) in successful startup of their first retail client – Metro Cash & Carry. The support included SOP development, training, DC operations manual, devising KPI system, reporting & monitoring system, implementation, handholding and streamlining.
- ▶ ImpelPro offered project management planning & monitoring support to Vista Processed Foods Pvt. Ltd. for their new production centres in South & North India. South project is fully operational while the North one is under implementation.
- ▶ Recently ImpelPro bagged a very prestigious project of optimization and re-engineering for a large Food Service Business in United Kingdom (UK). Wherein, ImpelPro will be studying the existing operations of 10 Distribution Centres and will assist the organization in improving efficiency/productivity, cost optimization and service improvements.
- ▶ ImpelPro supported many new comers into Food and Pharma 3PL space with specific research work leading to market estimation, business structuring, investment and returns, etc.

SANJAY GHONE

After having worked in the industry for more than 2 decades, we realised that there are apparent opportunities to improve supply chain in the country.

SUNIL NAIR

Our offering doesn't just include consulting, but we proudly assist implementation and handholding

SUDHIR DABKE

After careful study of supply chain for the target industries, we realized that one of our solutions should strongly & convincingly transform traditional cold chain approach to a modern one

SHRIRAM HARIHARAN

Our objective is to support our clients' operations to match global standards so that they are well prepared to compete and win more accounts.

believe that while acquiring knowledge is must, having them applied in your day today business is all the more important. And we are good at it. Hence, our offering doesn't just include consulting, but we proudly assist implementation and handholding, and we live our punch line 'enabling sustainable supply chain'.

The USP of the core team is high-end expertise in diverse functionalities of logistics business – be it strategy formulation, actual operations, engineering, project management, IT, people & training, business commercials, business excellence, etc. But the key USP of the company clearly lies in providing end-to-end integrated supply chain solutions including Cold Chain. "After careful study of supply chain for the target industries, we realized that one of our solutions should strongly & convincingly transform traditional cold chain approach to a modern one, by eliminating conceived ideas and bring in possible latest technologies in master planning, designing, equipment selection & management of project execution. This approach will surely benefit clients in cost optimization, building in efficiencies and on-time project delivery – all essentials for business sustainability in today's cost sensitive & demanding market. Nirman for cold chain is aimed at providing exactly these values and we have plans to further sharpen these offerings in coming years," Sudhir Dabke explains.

The impressive knowledge base which lies at the core of ImpelPro team derives from the fact that the main partners have learnt the basic rules of the game by spending years with the supply chain of such renowned firms as Johnson & Johnson, McDonald's, Subway, Bharti Wal-Mart, PepsiCo (Snacks & Beverages), etc. The basic strength of the company which

has endeared it to a host of reputed clients in such a short span lies in the fact that it does not only provide the advisory support but also design and implement the solutions. On an overall basis, ImpelPro offerings can be divided into four distinctive sections, each underlying the availability of cutting edge solutions at each stage of operational chain. The services can be classified as:

- ▶ Nirman – Creation, Construction, Building
- ▶ Prakriya – Process, Procedure, System, Form
- ▶ Kshamata – Capability, Power, Fitness
- ▶ Pragati – Progress, Development, Growth

ImpelPro has just entered into its second year of operations but it already has many brownie points on its report card (Refer to box: Prestigious Projects). And going ahead, company has drawn a well-conceived plan to enhance its 'making a difference' capability in the Indian supply chain space. "Having successfully come so far, we are looking at further upgrading quality and span of our offerings. Our objective is to support our clients' operations to match global standards so that they are well prepared to compete and win more accounts. We have identified the areas of infrastructure, people training and technology driven operations as our focus areas for the future. We are increasing our skill band width by adding more specialists to our team in the area of engineering, quality and training," Shriram Hariharan underlines the near to medium run objectives of the company in these words.

Clearly, ImpelPro's story is poised to get more interesting.

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