



Good days fulfilled with digitized freight



FOOD PROCESSING

BRANDS



How Pando helped Britannia achieve 100% freight payments visibility

ABOUT BRITANNIA

Biscuits and Britannia go a long way back. 102 years to be precise. Their history goes back to the era of World War II when biscuit sales soared and Britannia catered to them. Being India's 100 Most Trusted brands, Britannia constantly experiments with diversifying its range of products and aims to be at the forefront of technology and automation in their supply chain.

Enjoying a global presence with products sold in over 60 countries, Britannia also claims market leadership in Nepal and UAE.

Their dairy and bread business is equally thriving with dairy products reaching more than 100,000 outlets and the Britannia bread being relished in hundreds of towns and cities in India.

Getting aboard Pando's digital platform, Britannia gained greater visibility and control over their network and saw savings of up to 6.5% in their freight spend.

“We decided to digitize our supply chain to both sustain and power our growth. Pando is helping us do this & completely resolving all problems and adding value”

”



Ashok Kumar

Supply Chain Director at Britannia Industries

Disjointed technologies, clogged processes

ANNUAL REVENUE: 9000+ CR

TOTAL FREIGHT SPEND: 240 CR

NO.OF SKUS: 4050

TOTAL NO.OF DELIVERIES PER YEAR: 449,875

📍 FACTORIES - 51

DEPOTS - 49

Britannia has large-capacity factories and depots spread all over the country to ensure the smooth delivery of their packaged goods to consumers. Keeping the wheels of their supply chain running are multiple stakeholders of varying levels utilizing different tools and platforms.

Their biggest challenge lay in unifying these technologies and driving productivity across the chain. Ashok Kumar - the Supply Chain Director at Britannia Industries, explains,

“How effectively we deliver will depend on how cohesively we move together as a full-function.” Working together on a single platform was their prime objective.

Due to the involvement of multiple stakeholders, payment procedures were delayed. Paper-based payment approvals brought in inadvertent errors in the invoices and also prolonged the dispute management and detention negotiations.

~80% of time spent in
payment waiting times

At Britannia, they were looking to integrate their finance processes for optimized goods movements with the latest technologies and data analytics.

“We realized that there is a large potential in the way we are moving loads from the factory to sales depots and into our distribution centers”

”



Harish Navarathna - Head of
Corporate IT at Britannia Industries

Understanding Britannia's need for better payment visibility, Pando brought together all the relevant stakeholders in the factories, depot, distribution centers, transportation, and the finance team into one common platform.

Integrated finance workflows to streamline payments



FEATURES IMPLEMENTED



pando
Pay

Digital POD-to-payment process

Automated finance and audit workflows

Dynamic discounting

So what drew Harish and Ashok at Britannia towards Pando in solving these issues? Answers Harish, "We evaluated a lot of platforms and found while each product addressed just a part of the transport module, Pando brought all the players in the transport business together."

Recounts Harish, "When we were looking at a finance integration, we want certain things the way we work now, and the team at Pando was willing to take that approach. They are flexible to look at bringing nuances specific to a company, and that's the reason we chose Pando."

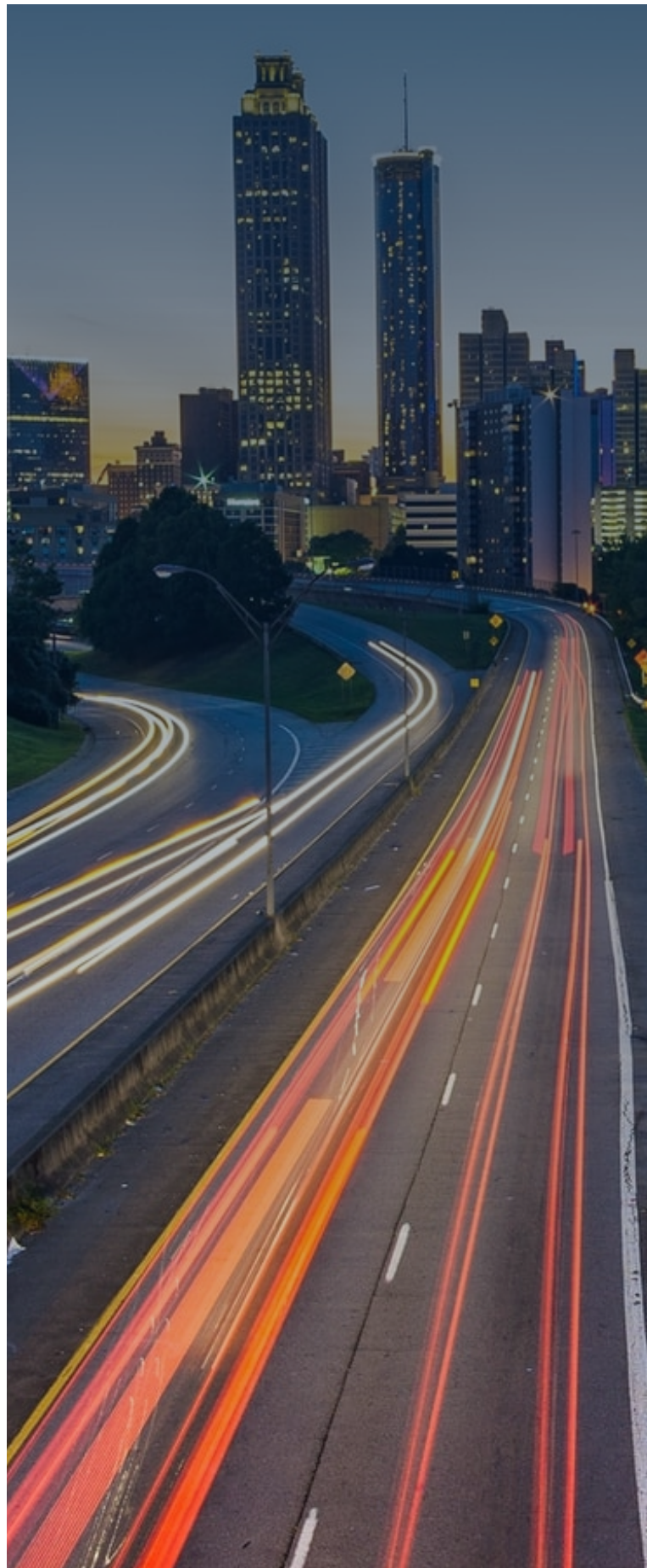
Adhering to Britannia's data integration and information security checks, the entire POD-to-payment was digitized on Pando and automated workflows were set up for the finance and audit teams at Britannia.

The Pando Pay module replaced erroneous invoices with digital copies that had auto-calculated freight rates with a provision to capture detention, delays, and damages.

This allowed a transparent and hassle-free payment negotiation for both the transport partners and the finance team at Britannia.

With the option of dynamic discounting made available to transporters, faster payments and cost savings of up to 3% were realized.

Connecting all the people and processes involved in freight payments on one massive digital platform, gave Britannia the data in hand to operate their freight confidently.



Taste and Trust running on transparent freight

As Britannia explores different product ranges that serve the needs of a million households, they now do so on a transparent and organized logistics network that eases collaboration and streamlines their day-to-day operations.



80%

Reduction of TAT for invoices from delivery to payment



6.5%

Savings in freight spend

“Pando is helping us make sure that we have our issues resolved through a single platform across multiple stakeholders, and we now have complete visibility across the system”



Ashok Kumar
Supply Chain Director at Britannia Industries



BRITANNIA

What we can do for you



5K+

Transporter
Partners



11+

Industries



2K+

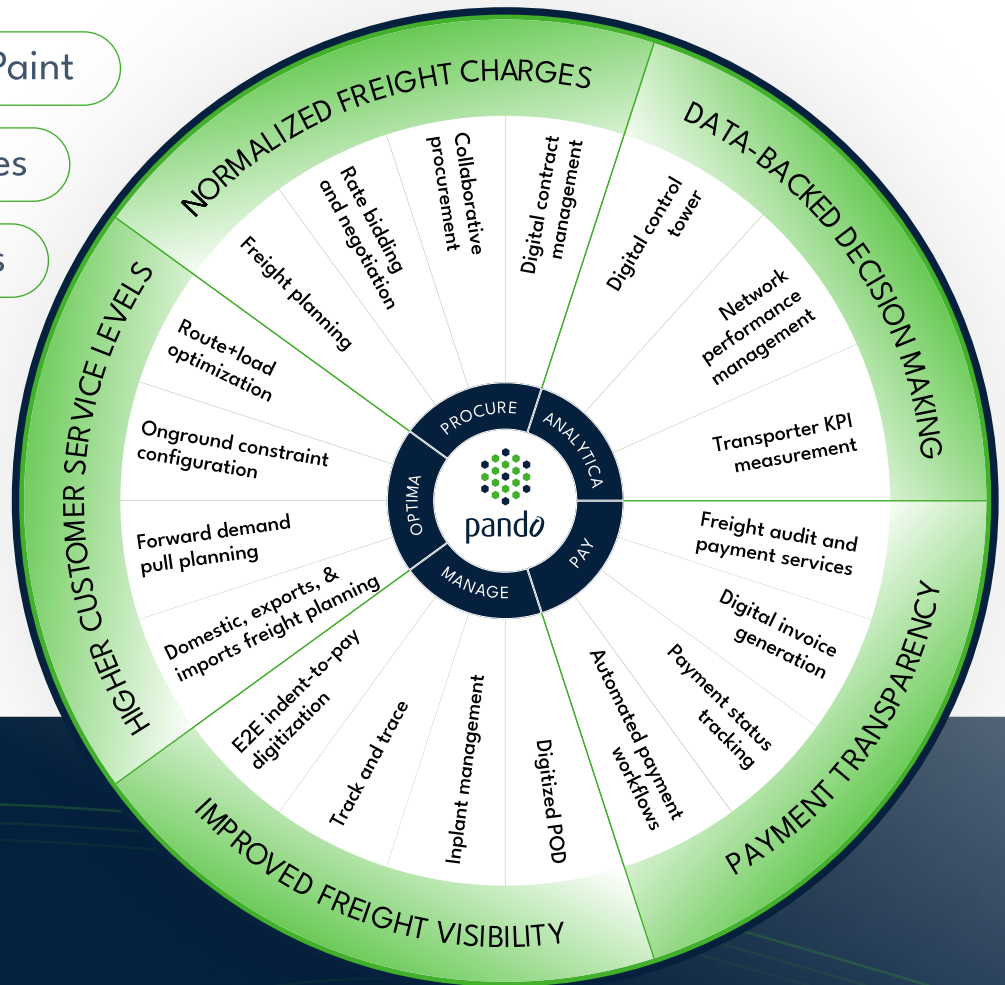
Locations



10K+

Deliveries

- Cement, Tyre & Paint
- Agro Commodities
- Consumer Goods
- Manufacturing
- Healthcare
- Chemicals



Strengthen your omnichannel freight visibility

www.pando.in >>

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