

How

**DELHIVERY**

Cross-Border

set up a fast and  
feasible B2B supply  
chain for a global  
headphone brand

**DELHIVERY**

Small World

# Delhivery **Cross-Border**

Delhivery Cross-Border is a multi-national freight and inventory management service, enabling global businesses to buy and sell inventory across national borders. It uses Starfleet — our global alliance of leading logistics providers and a network of clearance agents and forwarders — backed by our in-house technology and data science capabilities.



## **CUSTOMER CHALLENGE**

Our client is one of the largest headphone brands in India. To fuel their growth, they were exploring a logistics model that addressed two key challenges:

### ▼ **Volatile on-shelf availability:**

Especially during peak seasons, the client's products weren't available on retail shelves, even though there was reasonable demand in the market.

### ▼ **High freight cost:**

Without clear visibility into demand patterns, the client's current logistics strategy was turning expensive.

## THE DELHIVERY SOLUTION

Delhivery Cross-Border enabled faster time-to-market at lower costs using B2B air and ocean freight import models.

**B2B air freight imports for faster-to-market and always available goods**



- **JIT servicing:**  
Delhivery enables Just in Time delivery of products from the international supplier in China to retail shelves in India, ensuring availability even during high-sales periods.
- **Demand forecasting:**  
We worked with the client to analyse demand patterns for the year up to October 2020 to identify opportunities to optimise operations.

### OUTCOMES

- ▲ 40% business growth due to on-shelf availability
- ▲ Sustainable and low-cost logistics alternatives from demand pattern analysis

**B2B ocean freight model for inventory feasibility and cost reduction**



- **Order analysis:**  
Using Delhivery's data science capabilities, we analysed the client's inventory ordering cycles to forecast future orders and plan accordingly.
- **Pre-planned freight booking:**  
We then book ocean containers in advance to reduce transit period, ensure peak season availability and eventually lower costs.

### OUTCOMES

- ▲ 70% reduction in logistics spend

## ABOUT DELHIVERY

Delhivery is India's leading supply chain services company. Our vision is to become the operating system for commerce in India, through a combination of world-class infrastructure, logistics operations of the highest quality and cutting-edge engineering and technology capabilities.