

BLR wins the CEAT award for customer relations

'Creating Value By Simplifying Supply Chains', that's what BLR Logistiks (I) Ltd focuses on when offering transportation to their customers. Not only do they offer cost effective services, they also think with the client to give them inventive solutions to enhance the efficiency of their total supply chain.

This focus on the customer's requirements has given BLR a well known status as high level transport provider throughout India. BLR's six key values, Integrity, Equality, Ambition, Honesty,

Responsibility and Trustworthiness in combination with their 40 year old expertise in the sector have proved to be a golden recipe for a strong base. And now, as icing on the cake, BLR is graced with the CEAT India Road Transportation Award for best Customer Service in India's Western Region. BLR has won its award by presenting several case studies of their innovations to a expert jury of CEAT.

One of the examples given was the improvement of operations and reduction of cargo damage for a cosmetics manufacturer in Western India. This customer

Icing on the cake in BLR's recipe to success

was using conventional 9MT and 16MT trucks, in which respectively 7MT and 10MT of cargo was loaded. The truck was covered with Tarpaulin and lashed with ropes. Main destinations were in Eastern India and the customer was using a transit time of 6-7 days.

By the time the cargo arrived there the top layer of the cargo was totally damaged due to the ropes used for lashing.

This resulted in loss of cargo and therefore loss of sales. To reduce the damage to the cargo, BLR designed and built a 32ft containerized vehicle with 15MT carrying capacity and GPS tracking facility. The customer was able to use full capacity of the trucks and thus reduced the amount of vehicles previously required. The transit time of the cargo also got reduced from 6-7 days to 4 days and the customer no

longer lost cargo due to damages. BLR is proud of the innovative cases that have helped their wide variety of clients and continues to search for new solutions to provide their customers. 'BLR is straightforward, so we will not promise what we can't deliver. But rest assured that we will take a challenge and continue to search for the most optimal alternative,' so says Ashok Goyal, MD of BLR. BLR will continue on its road to achieve their mission: 'to create competitive edge and superior financial results for our customers by optimizing their supply chains through innovation & total commitment.'



Ashok Goyal,
CMD BLR Logistiks (I) Ltd