



Case Study



Dairy : The biggest food brand in the pouched milk sector.



Company Profile

The customer is the biggest brand in the pouched milk sector in the world and in India, it is the biggest food brand. Its range of products includes milk, ghee, milk powders, curd, ice cream, paneer, cream, chocolate, cheese, butter, and shrikhand.

Challenge

Temperature control : The most significant challenge faced by the company was maintaining the required temperature range during the transportation and storage of their products. Any deviation in temperature could lead to spoilage, resulting in significant losses for the company.

Multi-temperature infrastructure requirements: The Company had multiple products that required different temperature ranges during transportation and storage. They needed a logistic solution that could handle different temperature requirements.

Solution to Challenge

Multi-temperature vehicles: TCI provided multi-temperature vehicles that handled different temperature requirements for the company's products during transportation

Temperature-controlled warehouses: TCI provided temperature-controlled warehouses that maintained the required temperature range during the storage of different products.

Visibility: Customized fleet with data logger and online GPS tracking.

Customer Benefits

Improved product quality: TCI's multi-temperature vehicles and temperature-controlled warehouses ensured the products maintained their freshness and quality.

Increased efficiency: TCI's logistics solutions provided the company with increased efficiency in transportation and storage, reducing waste and increasing operational efficiency.

Reduced costs: TCI's logistics solutions helped the company reduce costs associated with spoilage and product loss due to temperature deviations.

