

# Partnering to optimise: Maersk's role in the supply chain transformation of a leading construction equipment provider





## Ground-up to rising skylines: The legacy of a leading construction equipment provider in India

From small beginnings, building agricultural tipping trailers in 1945 to the global force in manufacturing, our customer, a top construction equipment provider has become today the story of innovation, ambition and sheer hard work. In 1979, when few companies would have contemplated setting up business in India, this company with an absolute conviction in its long-term market potential, began its India operations.

Today, its iconic machines are woven into India's growth story. From metro tunnels to rural highway projects, a single revolutionary product - the Backhoe Loader - sparked four decades of expansion. The company has transformed into a manufacturing giant, with six world-class factories and a robust portfolio of over 60 products across nine categories, each tailored to meet India's diverse construction and earthmoving challenges. Their influence now spans over 130 countries, carrying with them a legacy of innovation, reliability and progress.



### A strategic shift in logistics

As the construction equipment provider scaled rapidly to meet the country's booming infrastructure demands, the company's need for an Integrated, future-ready logistics framework became more urgent than ever. They were looking for more than just logistics support. They needed a single, agile partner who could streamline their supply chain, offer complete visibility, and enable cost-efficient, scalable operations.

They needed someone who understood the nuances of manufacturing supply chain, the criticality of timing in production planning, and the complexity of managing multiple suppliers across diverse geographic locations. It was a pivotal moment that called for a bold transformation.



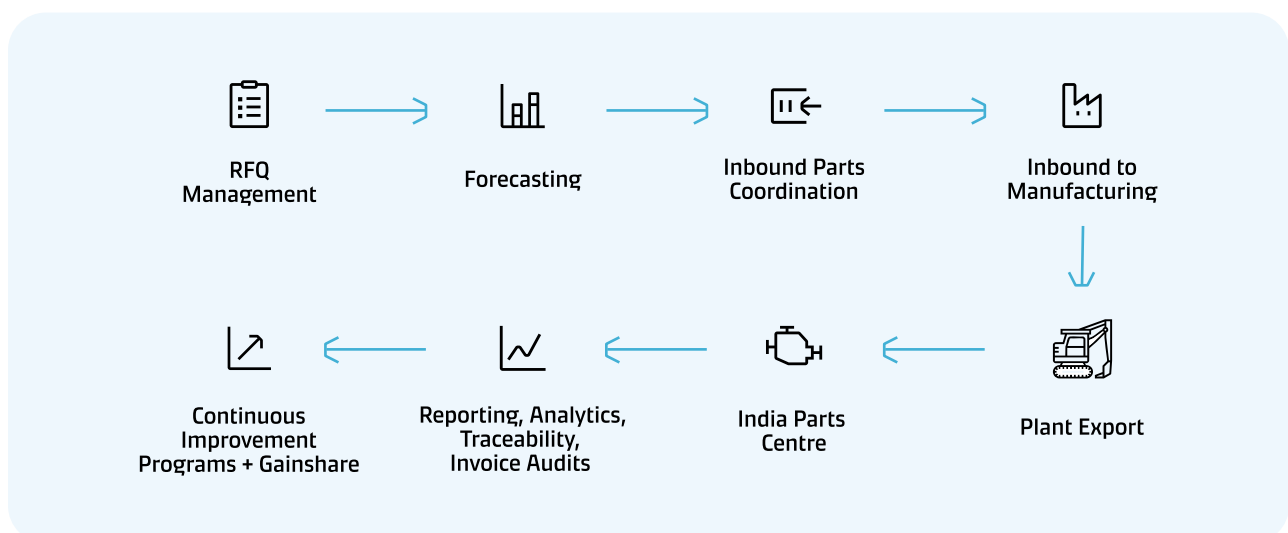
## A partnership for progress

In March 2023, the company appointed Maersk as their 4PL partner to manage all their 3PLs, covering inbound logistics for ocean, air, and road, as well as customs clearance. Using a digital procurement model, customised to suit their operational needs, we carefully selected the most suitable 3PL providers to drive efficiency and consistency across their supply chain. From moving critical components from suppliers to plants, to managing inter-plant transfers aligned with production planning, Maersk became the central nervous system of our customer's logistics operations in India, turning complexity into control.

## Our solution: A 4PL Control Tower driving efficiency and visibility

To meet the construction equipment company's evolving supply chain needs, Maersk implemented a fully integrated 4PL Control Tower, designed to streamline inbound logistics, optimise resource utilisation, and enable real-time decision-making across their operations. Here's how the solution came to life:

### Control Tower



## Our value propositions:



### Seamless coordination across the inbound process

Ensured timely movement of components between suppliers, in-plant warehouses, and production lines, minimising delays and maintaining production schedules.



### End-to-end visibility and traceability

Delivered real-time insights through detailed reporting and SKU-level tracking, enabling proactive exception management and smarter forecasting.



### Enhanced flow between manufacturing and plant locations

Maintained timely and efficient transfers between multiple company facilities to support synchronized manufacturing operations.



### Sustainable packaging solutions

Deployed recyclable and reusable materials across packaging workflows, supporting the company's commitment to sustainability.



### Optimised vehicle utilisation

Consolidated shipments and improved load planning to reduce transportation costs and emissions.



### Transportation Management System (TMS)

Digitised transportation planning and execution to eliminate manual processes, improve consistency, and enable faster decision-making.



### Reduced empty pallet runs and improved pallet usage

Applied data-driven planning to minimise wasteful movements and maximise asset efficiency.



### Digitalising procurement with Keelvar

Utilising Keelvar, a modern, cloud-based e-Sourcing tool, Maersk streamlined the RFQ process for the customer. Keelvar enables the execution of large, complex tenders with intelligent rule and scenario-building to optimise sourcing rates.

It also simplifies low-complexity sourcing events, ensuring compliance-oriented RFQs and reducing quote comparison time from 6-7 man-days to just one click. It helped Deliver 100% accuracy through automated bid comparisons, enhancing speed and transparency in decision-making.



## Partnership towards growth

Through this strategic 4PL partnership, the construction equipment company unlocked significant value across its supply chain. With enhanced visibility and real-time control, the company was able to optimise inventory levels and reduce lead times. The impact extended beyond operational improvements. With newer initiatives in the pipeline and the groundwork laid for expanding into additional supply chain solutions, the partnership created a scalable framework for sustained growth, underscoring the power of a future-ready, collaborative logistics strategy.



**MAERSK**