



FULFILLMENT CENTER FOR PIONEER PLAYER IN INDIAN E-COMMERCE

Case Background

Major e-commerce player, which is also a pioneer in the Indian online shopping business. They have revolutionized the entire Indian E-Commerce industry with their novel approach. They have grown to billions in the past few years fueling the e-commerce success.

The key to competitive advantage in E-Commerce industry is quickest delivery time. This is always challenged by the huge variety of merchandise and territory being serviced.

To address this, strategic logistics network of fulfillment centres, regional hubs and last mile delivery centres are must.

In this context, this project planned in South India is one of largest fulfillment center to be set up by them till date.

Challenges

Being the biggest fulfillment centre, the minds behind this project wanted the solution which should be best in class. The major challenges during the conceptualization of the solutions were:

Slotting Huge Variety of SKUs: To design storage solution to cater tiny handpicked SKU like pen-drive to palletized bulk items.

Optimize Storage Space: The cubic storage space to be created was to the tune of 200000 sq. ft.

Challenging Deadlines: The project had pressing timeline of 90 days.

Operational Efficiency: While planning for high storage, the design needed to facilitate high throughput as well.

Safety: An earthquake resistant storage system is to be designed with utmost safety

parameters to ensure people safety as it is expected to have more than 100 people in operation 24x7.

Integration: The storage system should have compatibility with conveyors, lighting and fire fighting.

Solution

The major highlights of the storage solution proposed and provided by us are as:

Products Installed

Heavy Duty Multi-Tier Shelving with Vertical Conveyors

- Special Bridge to connect office and warehouse.

Capacity

1,50,000 Picking Position

Key Highlights of the Solution

- Customized dividers and flexible partitions designed were key elements in slotting of such huge variety of SKU's.
- Special imported grated walkway floor for heavy HPT movement of bulk SKU's on pallet.
- The system was integrated with automated conveyor system for ease of movement.

Godrej Storage Solutions Advantage

- The solution conceptualized was able to support quick identification, picking and movement of SKU's.
- Our unique proposition of grating for the walkways was well appreciated in the context of live load, ventilation and lighting.
- The experience in handling such mega projects and coordinating in parallel with other services of MEP within our system, were handy.
- Deploying and managing manpower to the tune of 100+ along with adequate mechanization for efficient project management.
- A Seismic Resistant storage solution which is designed as per international standards.

For More Information, please contact:

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Benefits

The objective was to build up a state of the art facility within challenging timelines and to maximize storage capacity without compromising high throughput demand. This feat was well achieved by us in record time. A collaborative approach of functions involved in the chain of execution made this possible and proved our capabilities to execute such mammoth of project once again.

