

Edgistify Innovation Challenge (EIC) 2025

Problem Statement 1: The Future of the Mall

Challenge Title

"Mall 2.0: Turning Flagship Retail Stores Into Hyperlocal Fulfillment Hubs"

Could Darkstore Innovation be brought in to increase the efficiency of Mall Outlets?

The Context

As consumer demand shifts toward 10–20 min fulfillment, traditional mall-based retail faces a crossroads.

Brands like Nike, H&M, Forest Essentials, and MAC have high-end stores in premium malls, but footfalls are inconsistent, backend stockrooms are underutilized, and Q-commerce is passing them by.

Could we reduce the storefronts or the backend storerooms?

Your Challenge

- Design a hybrid retail + micro-fulfillment model that allows mall-based brand outlets to:
- Fulfil 1–2 hour deliveries without hurting the walk-in customer experience
- Balance inventory visibility between retail & dark-store ops
- Implement lean operations behind the storefront
- Stay financially viable and protect brand aesthetics

Key Questions to Answer

- Feasibility: Can premium mall stores double up as micro-fulfillment centers?
- Commercials: Does the model reduce the cost per order or unlock new revenue?
- SOPs: How do you manage store staff, inventory access, and order batching?
- Go-to-Market: Should brands build their network or integrate with Blinkit, Swiggy Instamart, etc.?

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Problem Statement 2: Regional vs Central Fulfillment – The Scale Strategy

Challenge Title

"Beyond the Mother Warehouse: Designing a Regional Fulfillment Network That Scales"

The Context

A mid-to-large Indian brand is currently fulfilling all orders—B2B and D2C—from a centralized Mother Warehouse (MW).

However, demand is growing regionally, especially in zones far from the MW, leading to high transit costs, delivery delays, and inventory imbalance.

Edgistify is being brought in to:

- Take over in-plant operations
- Simulate and propose a regional fulfilment strategy

Phase 1: RDC Simulation

Your Task:

Model when and where it becomes cost-effective to launch Regional Distribution Centers (RDCs).

You'll use inputs like:

- Regional demand by channel (B2B/B2C)
- Transit time vs cost curves
- Labour & storage benchmarks
- Break-even cost-volume thresholds

Your output should clearly show:

- Optimal RDC configuration
- Cost vs service impact
- Decision matrix to shift from "one-to-many" to "hub-and-spoke"

Phase 2: Mother Warehouse Blueprint

The client also wants a reimaged MW layout & operating model to support scale before RDCs are live.

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Your Deliverables:

Space, racking, zone-wise layout
Manpower model (peak vs average throughput)
Inbound to outbound process flows
Infra plan with tech, equipment, and shift-wise capacity

Outcome:

A future-proof warehouse operations blueprint that supports current demand + 3x future scale.

[PFA Datasheet Here \[click to download\]](#)