

SORABH MANCHANDA

Manager - Flipkart

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EXPERIENCE



Manager - Supply Chain Design

Flipkart

📅 11/2024 📍 Bangalore, India

Managing End-to-End Supply Chain Optimization Programs

- Built a custom VRP-based MH-DH routing solver – Optimized RTT allocation and hop addition, generating INR 1.2 Cr/month in cost savings.
- Redesigned the national linehaul network with 50-ft containers – Increased freight capacity and reduced costs by INR 3.6 Cr/month within 4 months across the PAN-India network.
- Developed a Last-Mile Beat Optimizer for hyperlocal delivery – Lowered vehicle cost/GMV to 4.5% and improved on-time fulfillment.
- Optimized FC-to-Dark Store supply chain (Flipkart Minutes) – Enhanced planning efficiency through integrated dock scheduling, shift allocation, and routing automation.



Senior Manager - Control Tower Planning

Shadowfax

📅 08/2023 - 11/2024 📍 Bangalore, India

Led National and Zonal Surface, Rail, and Air Transportation operation valued at INR 400Cr annually.

- Designed Diwali peak S&OP plan 5 months in advance, adding MM cross-dock centers & optimized capacity planning, cutting ad-hoc costs by 18%.
- Implemented monthly demand forecasting & linehaul capacity planning, improving fleet utilization and dispatch accuracy.
- Implemented TMS Trip Module & Master Scheduling – Designed and rolled out a transportation master schedule for the Ecom vertical, enabling automated trip creation through a new TMS trip module to streamline dispatch operations.
- Directed E2E Planning for B2B & Express Clients – Led end-to-end planning for B2B clients and scaled express client services, adding 20 lakh monthly orders while maintaining a low LH CPS of INR 4.3.



Program Manager - Network Design

Delhivery

📅 06/2019 - 07/2023 📍 Gurgaon, India

Managed and optimized INR 180 Cr transportation network with a focus on Network Design and system integration.

- Automated Intercity Route Planning – Implemented VRP-based automation for secondary line-haul route optimization, improving resource allocation and reducing monthly cost by INR 1 Cr.
- Led New Site launch & System Activation – Directed the activation of new warehouses, including system credential creation, pincode to warehouse mapping, line-haul design, and grid allocation. Coordinated with procurement, control tower, DevOps, and reporting teams to integrate data across TMS, ERP, and WMS platforms.
- Created multi-run connection logic that saved 39,000 sq. ft. in staging space and reduced manpower cost through direct loading.

SUMMARY

Supply Chain & Logistics Leader with 6+ years of experience in **network design, digital transformation, and cost optimization** across e-commerce, 3PL, and quick commerce supply chains. Proven ability to **align operations, technology, and analytics** to scale capacity, enhance service levels, and reduce costs. Adept at **stakeholder management, process excellence, and cross-functional leadership** in high-volume, complex environments for top-tier organizations.

EDUCATION



B.Tech - Production & Industrial Engineering

Punjab Engineering College

📅 2015 - 2019 📍 Chandigarh, India

CORE SKILLS

Supply Chain & Logistics:

Network Design, Last-Mile Planning, Middle-Mile Planning, Dark Store Optimization, S&OP, Capacity Planning

Data & Analytics:

Python, SQL, Power BI, Advanced Excel, Llamasoft

Process Improvement:

Cost Optimisation, Lean Operations, Stakeholder Management, Strategic Planning, Technology Integration

ACHIEVEMENTS



Delivering the Xtramile 2023 – Delhivery

Impact in linehaul & last-mile ops



Mr. Dependable Award 2023 – Shadowfax

Exceptional operations performance



E-Kart Awards 2025 – Flipkart

Linehaul design automation & scheduling