



LOGISTICS & DISTRIBUTION

Tech-Powered, Fast & Reliable
Supply Chain for New-age Retail-
Delivered!

2025

Pittie Logistics: One Stop Solution



LOGISTICS & DISTRIBUTION

With over a decade of logistics expertise, We are leader in warehousing, transportation, and distribution for New-age Retail. With a fleet of **1,200+ vehicles** and **18 Warehouses**, we serve over **3,500+ touchpoints**. Our advanced technology solutions further strengthen our position as a your nex-gen mid mile logistics partner

18+
Warehouse

5,00,000+ Cases
Handled Per Month

90,000+
Tonnage Handled

500+
Cities

5L+ Sq. Ft.
Area covered



Pan-India Reach with Global Capabilities

- ▲ **Extensive distribution network** covering all regions and retail points.
- ▲ **Strategically located warehousing** across India and international markets.
- ▲ **Proven expertise in new-age retail including MT, e-commerce, Q-com & GT** driven by our experience in distributing in-house brands.
- ▲ **Strong operational capabilities** ensuring efficiency and reliability.
- ▲ **Advanced tech infrastructure** including WMS, TMS, control tower, and ERP systems.



Our Vision

Set new standards in the Modern Retail Supply Chain through innovation, excellence and reliability.

Our Mission

Undeterred focus on quality & timely delivery.

Use of technology to constantly innovate and provide best-in class services to our clients.

Strive to achieve consistent growth and absolute discipline and control across all facets of the organization.

End-to-End Distribution Solutions



LOGISTICS & DISTRIBUTION

Empowering brands through adaptive models, strategic warehousing, and efficient fulfillment partnerships.

Carry & Forward Partners

- ▲ Seamless retailer delivery through optimized transport, smart storage, and inventory management systems.
- ▲ Cost-efficient operations driven by process optimization and improve operational efficiency.
- ▲ Leveraging market insights to enhance distribution performance and meet dynamic retail demands.

Super Stockist

- ▲ Invests in brand's inventory, enabling manufacturers to focus solely on production efficiency.
- ▲ Ensures consistent product availability and timely delivery across retail distribution points.
- ▲ Manages retailer collections and recovery, streamlining cash flow and sales operations.

Build To Suit

- ▲ Tailor-made services with robust distribution support to meet specific client requirements.
- ▲ Strong financial foundation ensures scalability, reliability, and sustained business growth.
- ▲ Collaborative approach strengthens client relationships and enhances brand visibility in key markets.

The Evolving Face of Retail in India

With the rapid growth of modern retail trade channels, our focus is on onboarding key players in the space, enabled by our established and over a decade long partnerships and proven execution capabilities.



E-Commerce (GMV)

\$53 Bn

2.5x
Growth Potential

\$137 Bn

FY24



With world's **2nd largest** online shopper base of **270 Mn+** active online shoppers, The Indian e-retail market has surged to ~\$60 Bn in GMV. And By 2030, nearly **1 in 10 retail dollars** will be spent on e-retail



Quick Commerce (GMV)

\$7 Bn

7.5x
Growth Potential

\$52 Bn

FY 24

Initially focused on groceries, Q-com now drives high-frequency sales for **non-perishables, beauty, health, and specialty FMCG** & is penetrating into Tier-2/3 cities.

With **millions of orders per week** on Q-comm platforms, Blinkit alone processing ~125K orders per day and Zepto operating 250+ dark stores across 10 cities.



Modern Trade Channel

\$132 Bn

1.75x
Growth

\$ 230 Bn

2024

With Modern trade channels offering brands **premium shelf space, centralized procurement, and the ability to run large-scale promotions**, making it a critical channel for **brand-building and urban reach**.

Modern Trade Distribution: Needs & Pain Points



Centralized Procurement, Decentralized Execution

MT chains place large, centralized orders, but require timely delivery to hundreds of stores nationwide.

Stock Rotation & Shelf Management

Fast-moving SKUs must be replenished frequently, while slow movers risk delisting.

Complex Logistics

Centralized billing, store-level execution, and promotional activities create a distribution challenge

Strict Compliance

Rigid listing requirements, shelf-life standards, and promotional execution demand operational discipline.

Delayed Payments

Payment cycles can extend to 60–90 days, putting pressure on brand cash flows.

Quick Commerce Distribution: Needs & Pain Points



LOGISTICS & DISTRIBUTION



Ultra-Fast Replenishment

Q-com platforms demand restocking of dark stores or micro-warehouses within hours, not days.

Granular Inventory Placement

Brands must position inventory at the city or even neighborhood level to meet 10-30 minutes delivery promises.

High Operational Complexity

Managing hundreds of SKUs across dozens of locations, with daily or even intra-day replenishment cycles.

Margin Pressure

Q-com platforms charge 30–45% commissions for new brands, and frequent promotions further erode margins.

Supply Chain Resilience

Any delay or stockout results in immediate lost sales, given the impulse-driven nature of the channel

E-Commerce Distribution: Needs & Pain Points



Nationwide Reach

Brands must ensure inventory is available across multiple e-commerce fulfilment centres to meet pan-India demand.

Real-Time Inventory Visibility

Accurate, real-time stock data is critical to avoid overselling and stockouts, which can lead to delisting or penalties.

Order Fulfilment Speed

Next-day or two-day delivery is the norm; delays impact customer satisfaction and ratings.

Returns & Reverse Logistics

High return rates (especially in fashion and electronics) require efficient, tech-enabled reverse logistics.

Omnichannel Integration

Brands need seamless integration between online and offline inventory to avoid channel conflicts and maximize sales.

Tech Led, Fast, Matured Supply Chain: Delivered!



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Super-Stockist Model

Working Capital Support

Working capital support that enables brand growth without cash flow constraints

Fast Onboarding

Established MT and Q-commerce partnerships accelerate brand listing and activation

Exclusive Partnerships

Trusted by marquee clients like Patanjali for pan-India launches and seamless supply chain execution

Distribution Network

Strategic Warehousing

18 warehouses across 5 lakhs+ sq. ft., supported by 300+ personnel for efficient inventory management

Pan-India Reach

1,200+ vehicles across 18 states, covering 3,500+ touchpoints for pan-India reach

Modern Trade Presence

Direct access to 4,800+ modern trade stores, backed by strong relationships with leading retail chains

Tech & Operations

WMS, TMS, ERP Integration

Advanced systems enable real-time visibility, auto order processing, and predictive analytics to reduce stockouts and shrinkage

Centralized Oversight

Centralized monitoring, layered audits, and exception management ensure accuracy, fast issue resolution & effective shelf-life tracking

Reporting & Analytics

Real-time dashboards, performance tracking, and business forecasting for clients



Stringent SOPs, regular audits, and shelf-life monitoring ensure minimal shrinkage and high KPI achievement

Fast MT/Q-com Onboarding

Over a decades of relationships with retailer and platform resulting in seamless onboarding of clients

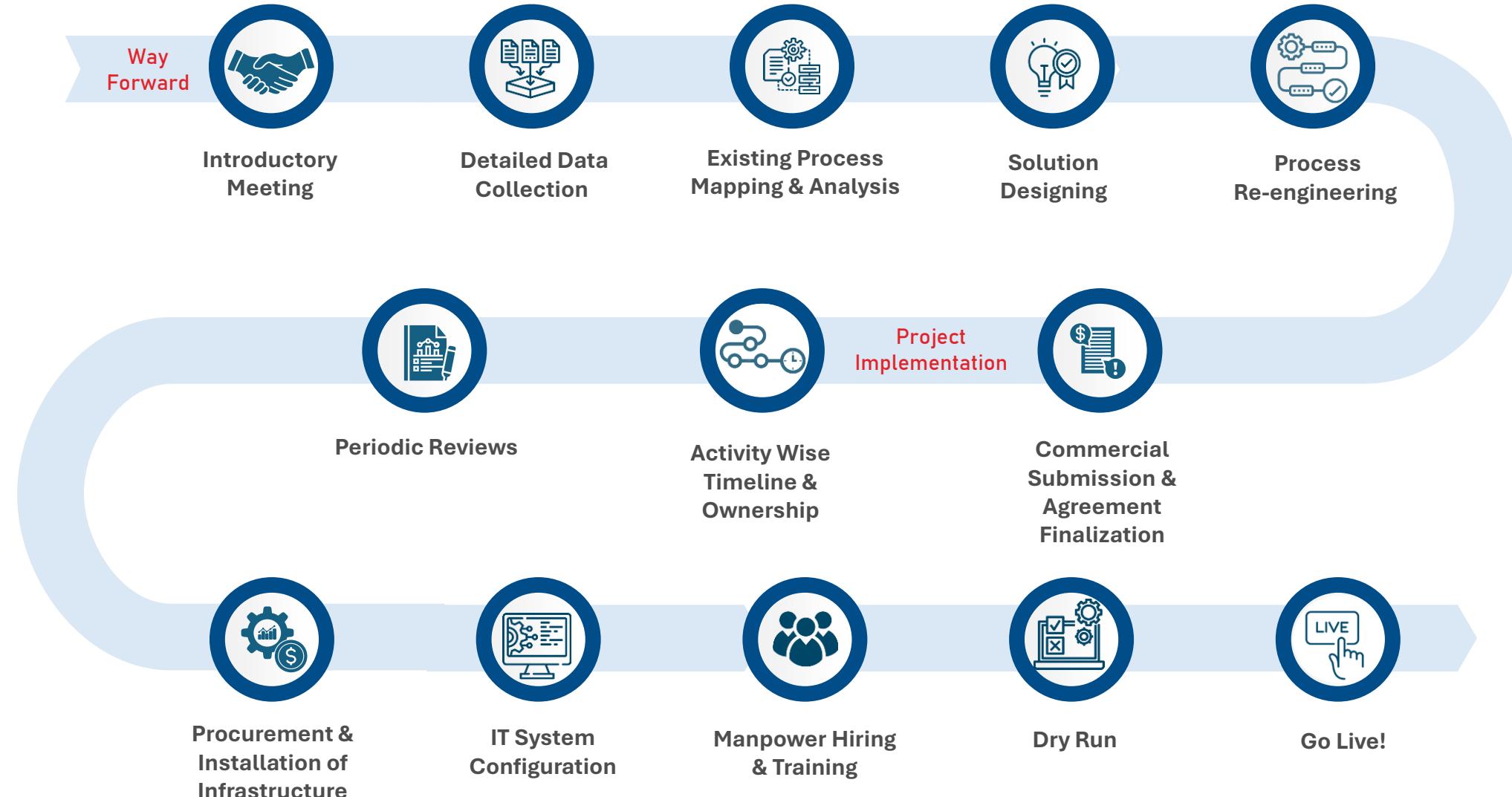
Kitting, Packaging, Reverse Logistics

Tailored services for high-return categories and promotional execution

Compliance & Quality

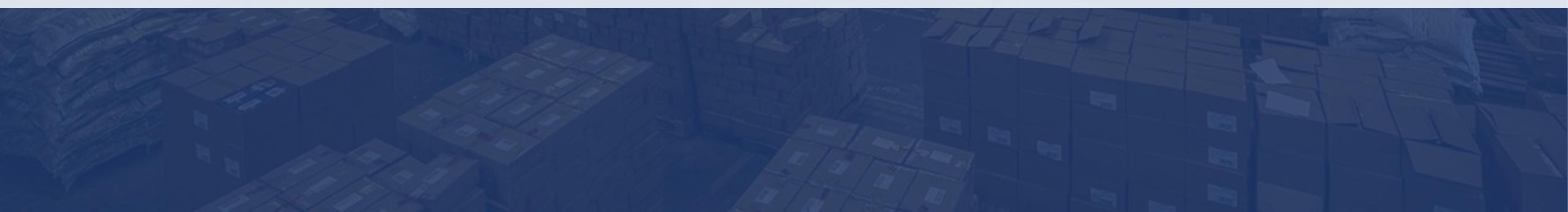
Stringent SOPs, regular audits, and shelf-life monitoring ensure minimal shrinkage and high KPI achievement

Seamless Client Onboarding





Our Ecosystem Partners



E-commerce Ready Infrastructure



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Leveraging our robust supply chain network to serve major e-commerce warehouses with precision. Our infrastructure enables timely delivery of both in-house and partner brands. With value-added services like customized kitting and packaging, we ensure your brand is platform-ready and customer-focused.

E-commerce



Quick Commerce



1,700+
Dark Warehouses



1,000+
Dark Warehouses



1,200+
Dark Warehouses



India's largest online supermarket

350+
Dark Warehouses



~300
Dark Warehouses



Driving Growth in Modern Trade



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3,300+ Stores



500+ Stores



430+ Stores



230+ Stores



200+ Stores



125+ Stores



125+ Stores



75+ Stores



50+ Stores



57+ Stores



56+ Stores



49+ Stores



40+ Stores



33+ Stores



25+ Stores



20+ Stores



15+ Stores



10+ Stores



9+ Stores



7+ Stores



7+ Stores



2+ Stores

Our Select Marquee Clientele

Exclusive Partnership



Owned Brands





Our Warehouse Capabilities

Robust Warehousing Capabilities



5 lakhs+ sq. ft.
warehousing
infrastructure



300+
trained manpower
supporting operations



99.80%
low inventory holding
cost via shared facilities



18+
storage hubs across
India



5 lakh Cases / month
business handled
(Inward + Outward)



Real Time
reporting



24 Hours
fastest speed to market



Negligible loss
in inventory leading to
higher profits



Better predictability
due to standardized
processes



0.2%
less shrinkage &
pilferage



Localised
vendor & workforce
management



PAN India Presence
18 States and 80+
transporters

Insync Logistics for Seamless Operations

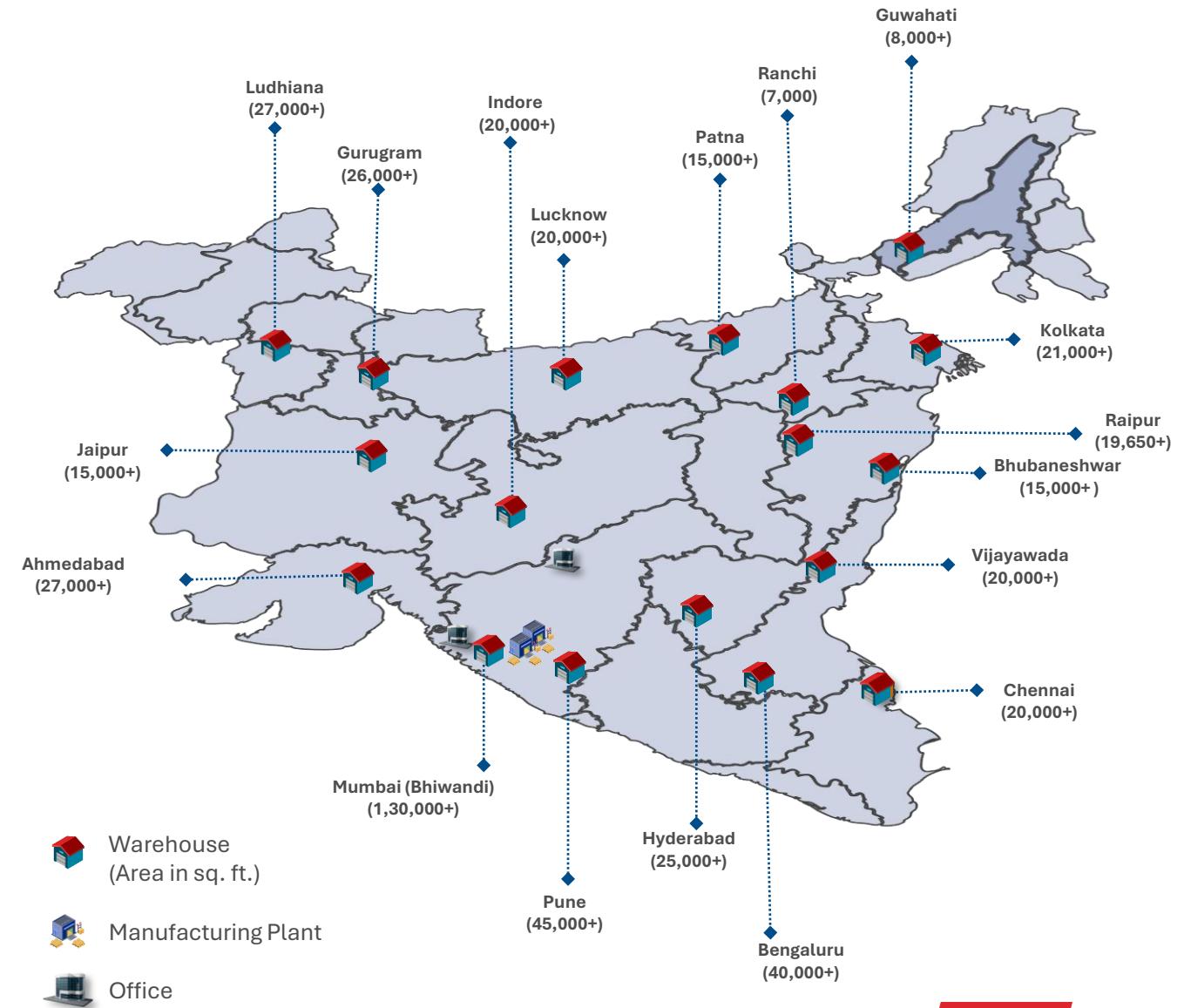
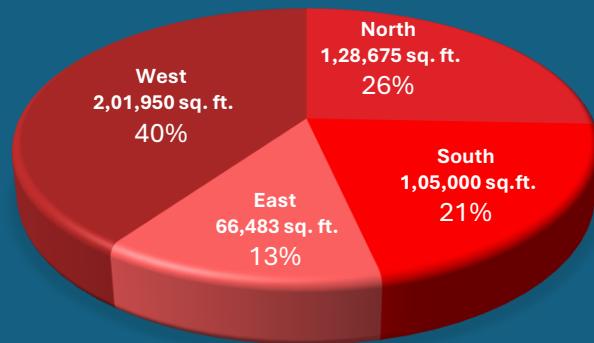


LOGISTICS & DISTRIBUTION

Warehouse Coverage

- ▲ 3 Offices in India
- ▲ Offices in USA, UK, Asia Pacific & Middle East
- ▲ 3 Manufacturing Units in India
- ▲ 18 Warehouses in India
- ▲ 5 Lakhs+ sq. ft.
- ▲ 1,200+Vehicles
- ▲ 300+Employees

Regional Warehouse Presence



Transport Fleet and Delivery Capabilities

Our Delivery Capabilities



Delivery Efficiency

24/7 delivery operations with night dispatch and morning appointments.



Multi-point Distribution

Capable of executing multi-drop routes and milk runs efficiently.



Plant to DC to Retailers

Expert in handling inbound materials and outbound product movement.



Technology Integration

Integrated with TMS and Microsoft BC365 ERP for seamless order execution and POD updates.



Route Optimization via TMS

Advanced TMS* for route planning and optimization, reducing transit time and fuel cost.



POD Management

POD enabled by photo and sign capture for speedy reconciliation.

Transport Fleet Highlights

Mix of owned and attached fleet

Ace, Bolero, 407, 709, 20FT, 32FT, EVs, CNGs

Delivery Expertise

Specialization in urban, rural, and last-mile delivery

Green Fleet Initiatives

EVs and CNG vehicles introduced to drive sustainable logistics

Real-time Tracking

GPS-enabled fleet with live tracking and route optimization for visibility and control

Dedicated Drivers & Supervisors

Verified and trained drivers backed by on-ground supervisors for smooth execution



Our Tech Ecosystem

Tech Led Operations for Full Supply Chain Visibility



LOGISTICS & DISTRIBUTION



Control Tower

Centralized analytics with blind stock audits, exception management, and live data visibility for enhanced control and decision-making.



ERP (Microsoft Dynamics 365 Business Central)

Seamless operations enabled through integrated finance, inventory, sales, and business development modules.



Power BI Led Analytics

Power BI provides real-time visibility across logistics by integrating systems, fleet tracking, and sales channels to enable demand forecasting, routing optimization.



Transport Management System

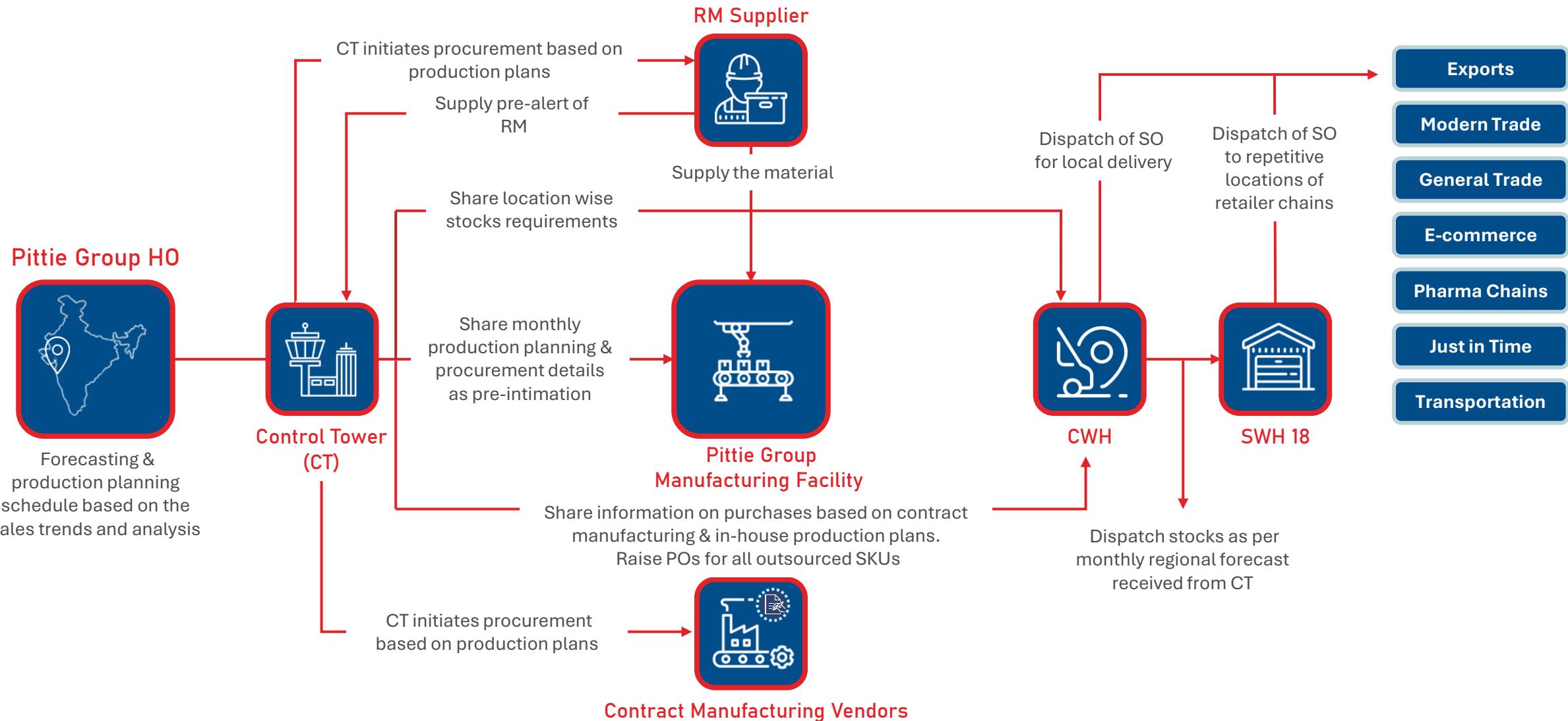
Collaborative logistics with load balancing, intelligent route planning, e-PODs, and real-time tracking for end-to-end visibility.



Warehouse Management System

Real-time inventory visibility, space optimization, remote warehouse management, and automated client system integration for streamlined operations.

Leveraging Logistics Expertise

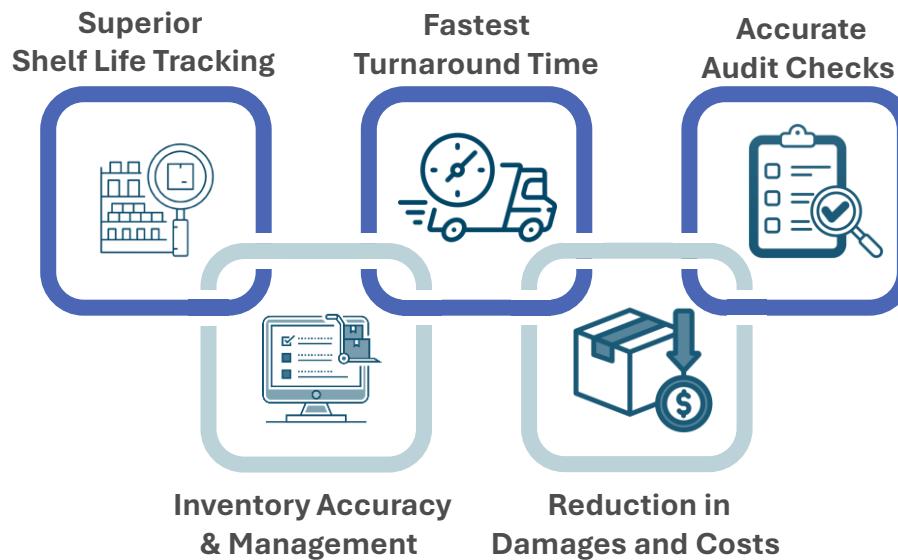


Control Tower (CT)

Control Tower Ecosystem

- ▲ Centralized control tower
- ▲ Multi-level audit systems each stage of every transaction gets audited to ensure timely corrective actions & zero errors
- ▲ Blind stock audits, ensuring 100% inventory accuracy on batch level
- ▲ Stringent transactional systems & processes
- ▲ Exception management
- ▲ Strategically built various MIS reports to enable stakeholders with crucial & timely information on multiple aspects of businesses
- ▲ Live data visibility
- ▲ Performance analysis
- ▲ Performance improvements
- ▲ Helpdesk support

Pittie Logistics core strength lies in our centralized control tower. Facilitated by technology & highly skilled workforce, we are able to add value to our customer's supply chain. We have designed extensive dashboards and reports which help us monitor and drive productivity, TAT, resolve escalation & ensure customer satisfaction. Our advance data analytics helps us in better business forecast, risk mitigation and efficient decision making.



Enterprise Resource Planning (ERP)

ERP Ecosystem

- ▲ Finance management
- ▲ Purchase and payables
- ▲ Sales and receivables
- ▲ Inventory management & distribution
- ▲ Business development-MIS reports & invoicing
- ▲ Accounting
- ▲ Stock audit
- ▲ Material requirements & forecasting
- ▲ Production bill of material & assembly bill of material
- ▲ Manufacturing module
- ▲ Delivery management
- ▲ Order processing
- ▲ Issuance of documents
- ▲ Customer database & relationship management
- ▲ Network integration

Pittie Logistics uses Microsoft's Dynamics 365 Business Central ERP designed to connect the diverse dynamics of our business. By utilizing a robust data base, such as Microsoft Power BI, business data can be generated and shared for analysis across the enterprise. The role tailored interface has 21 "out of the box" roles customizable to adapt & manage our unique business needs.

PITTIE STREAMLINED ERP SETUP

BUSINESS BENEFITS

- ✓ **Rapid Onboarding**
Guided "Get Started" activity panel for quick implementation
- ☰ **Modules**
Audit, Finance with connected elements
- ✓ **Unified Interface**
Modern console with connected elements
- ✓ **Cloud-Based**
Access of ERP, anytime, anywhere

Real-time Metrics
Track orders, inventory & performance

Powered by Pittie ERP Solutions

Power BI Led Analytics

Power BI Ecosystem

- ▲ Monitor KPIs in real time on dashboards
- ▲ Dynamic, effective logistics data analysis
- ▲ Comprehensive vision of operations
- ▲ Seamless integration with logistics systems
- ▲ Fleet tracking and performance monitoring
- ▲ Optimize routing and delivery data
- ▲ Continuously updated budget monitoring
- ▲ Real-time inventory level tracking
- ▲ Forecast demand and schedule orders
- ▲ Minimize fleet maintenance costs
- ▲ Optimize material flow and layout
- ▲ Improve delivery accuracy and lead times
- ▲ Supplier performance and quality analysis
- ▲ Unify data from 100+ sources
- ▲ Enterprise-grade data security measures
- ▲ Self-service analytics for all teams
- ▲ Role-based access to right data

Pittie Logistics leverages Microsoft Power BI to unlock real time visibility and data driven insights across its logistics network. By integrating information from warehouse systems fleet tracking and sales channels it enables accurate demand forecasting optimized routing inventory control and budget tracking empowering teams to respond faster enhance performance and streamline end to end operations.

STREAMLINED FINANCIAL & OPERATIONAL SETUP WITH DYNAMICS 365

BUSINESS BENEFITS

- ✓ **Rapid Onboarding**
Guided "Get Started" activity panel ensures quick implementation for teams
- ✓ **Integrated Modules**
Access to Finance, Sales, Purchasing, Taxation – all in one view
- ✓ **User Roles & Permissions**
Secure, personalized access for departments
- ✓ **Cloud-Based Access**

The screenshot shows the Microsoft Dynamics 365 Business Central interface. At the top, there's a navigation bar with links for Customers, Vendors, Items, Bank Accounts, Chart of Accounts, API Log, Configuration Packages, and Configuration. Below the navigation, there's a 'Get started' panel with a message: 'Hi, ready to set up your business? We've prepared a few activities to get you and your team quickly started.' To the right of this panel, several features are highlighted with callout boxes:

- Multi-entity Support:** Handle multiple businesses (e.g. Shubhkart) from one system.
- Dashboards & real-time metrics:** Track overdue invoices, sales trends etc.
- API Log Access:** Seamlessly integrates with external platforms.
- Audit-based Access:** Anytime, anywhere accessibility via web interface.
- Powered by Microsoft Dynamics 365 Business Central**

Transport Management System (TMS)

TMS Ecosystem

- ▲ Balance loads across operational lanes for primary transportation
- ▲ Plan routes and route schedules for secondary transportation
- ▲ Fast configure transportation & freight billing models for rapid account on-boarding
- ▲ Initiate a private freight exchange
- ▲ Track and trace consignments (on-the-go)
- ▲ Capture e-PODs
- ▲ Self-service portal access to customers and business associates
- ▲ Automated interfaces for live data feeds from other carrier portals
- ▲ Automated interfaces with customers' ERP / WMS systems
- ▲ Monitor and analyse transportation statistics
- ▲ Secure platforms & ensuring 99.99% uptime
- ▲ Automate shipment handling
- ▲ IVR based delivery updates
- ▲ Notify stakeholders
- ▲ Scale platform (on-the-go)
- ▲ Invoicing and automate calculation of freight charges

The TMS platform enables collaborative logistics management. It enables collaboration with customers, BAs and partners. It helps save operational and freight costs through shipment consolidation. The platform provides 360 degree transparency through data sharing across all stakeholders. It provides seamless visibility to operations resulting in operational efficiency as well as provide analytics and MIS reports

PITTIE
**STREAMLINED
TRANSPORT MANAGEMENT**

TMS FEATURES

- ① Route Optimization
- ② Assign Driver & Vehicle
- ③ Generate Trip-Sheet
- ④ Live Vehicle Tracking

TMS BENEFITS

- ⑤ Faster Dispatches
- ⑥ Optimized Pricing
- ⑦ Higher Efficiency
- ⑧ Full Visibility

Powered by Pittie TMS Solutions

Digital Transport Management System

How it Works ?

Start → [Delivery Points] → End

Live Tracking

Route Planning

PITTIE

Warehouse Management System (WMS)

WMS Ecosystem

- ▲ View inventory across multiple warehouses in real time
- ▲ Optimize space utilization
- ▲ Crisp put-away and picking
- ▲ Advance ship notes & sales orders
- ▲ Operate remotely
- ▲ Stock audits
- ▲ Notify stakeholders
- ▲ Monitor and analyse operations
- ▲ Secure platforms
- ▲ Ensure 99.99% uptime
- ▲ Configure platform as per customer requirements
- ▲ Leverage pre-configured templates for master data management
- ▲ Automated interfaces with customers'
- ▲ ERP / TMS systems

Pittie logistics' network of warehouses is managed through our Warehouse Management System (WMS) designed to support and optimise warehouse functionality and distribution centre management. This enables efficient & cost effective management of your inventory and fulfilment processes.



STREAMLINED WAREHOUSE MANAGEMENT

WMS FEATURES

- ⌚ Dispatching
- 📶 WiFi coverage
- 驲 Receiving
- 🖨 Bar code printing
- 💻 Data terminal

WMS BENEFITS

- ☑ **Increased Productivity**
Faster order fulfillment and Inventory movement
- ☑ **Improved Accuracy**
Real-time tracking with barcode & terminal data
- ☑ **Optimized Costs**
Smarter storage & picking reduces overheads



Powered by Pittie WMS Solutions



About The Group



Aditya Pittie

Managing Director

BSc Management, King's College, London



20+ Years of Experience

- 
- ▲ Joined the Group in 2005 and has led its continuous expansion by exploring new growth avenues.
 - ▲ Constantly exploring various avenues of progress through a two-pronged approach: startup cultivation and strategic investments, driving the group to new heights of success and growth.
 - ▲ Expanded the group into Logistics, Consumer and Media, establishing better synergies through cross-functional integration.
 - ▲ Pittie Group, under his leadership, is expanding its market share, tapping into India's potential.
 - ▲ Committed to fostering innovation and process excellence by incubating new ideas through business diversity.



Spotlight on Pittie Group



LOGISTICS & DISTRIBUTION

Pittie Logistics

Supply chain network providing warehousing, transportation and value-added services, delivering solutions from storage to stores

40
Brands Served

1,200+
Fleet

5K+
Stores Serviced

5L+ sq ft
Across **18** Warehouses



IN10 Media

IN10 Media Network offers diverse services in broadcast, digital, production and gaming, including an independent 24/7 digital news channel

Broadcast | Digital
Production | Gaming | Tech

130 Mn+
Total Reach

7
Channels

Mahindra Family
Co-Promoter



Pittie Consumer

Pioneering innovation across various FMCG segments redefining consumer experience in spiritual essentials and home care while elevating everyday experiences

5+
Manufacturing Plants

10+
Brands

500+
Products Served

24,000+
Store Coverage

Team Leading the Charge



LOGISTICS & DISTRIBUTION



Bipin Kanojia [in](#)
Sales & Strategy



Navin Dadlika [in](#)
Accounts and Finance



Rahul Bhatnagar [in](#)
HR



Sunil Shahu [in](#)
Logistics & Transport



Jigar Pandya [in](#)
International Export & BD



Amit Gangare [in](#)
Warehousing



Jai Bhagchandani [in](#)
Internal Audit



Vishnu Yadav
Security & Loss Prevention



Bajarang More
Fire & Organization Safety



Devraj Pillai [in](#)
Key Account Management & BD



Nilesh Tawate [in](#)
Inventory



Anurag Khullar
Regional DCM North



Madhusudhan Bandaru [in](#)
Regional DCM South





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