



Ford India onboards Chetak Group to manage its in-bound supply chain

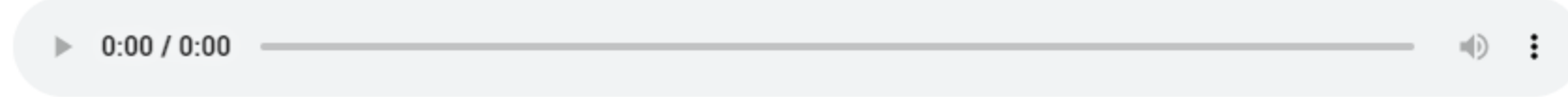


>> Karvi Rana

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News Transportation



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Chetak group, has bagged the in-bound supply chain management contract for Ford India's engine manufacturing plant in Sanand, Ahmedabad, Gujarat. Ford will utilize this plant to manufacture engines, which will be exported to Ford's plants, globally.

"We are really delighted to associate with global automobile giant Ford for their in-bound logistics ad supply chain management mandate. This is a testimony to the relentless efforts the group makes in serving its customers with the best of the vehicle fleet, quality of service, timeliness and assisting with total supply chain management solutions. We propose to invest in 75 additional trucks, which will be specially designed for transporting material in a milk-run mode and delivering directly to the plant from various hubs. We are confident that we will live up to our reputation and provide the best in class SCM services to Ford."

Sachin JKS Haritash, director, Chetak Logistics

Both Chetak and Ford have been working closely to design a seamless integration of Ford Portal with Chetak's customer portal to bring transparency and to make available real-time information and visibility of the flow of material, throughout the supply chain.

Chetak Supply Chain Management forays into bringing new concepts where they will be confident enough to guarantee a reduction in the logistics cost of automotive OEMs and tier-I vendors.

"In line with our proactive outreach to customers, we recently announced the introduction of Prime Air Service, assuring time-bound door-to-door delivery. It is a premier service with a provision for penalty for late delivery," adds Haritash.

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We are on a mission to build a platform that will provide logistics professionals from different sectors a knowledge network in order to engage with the industry. It will provide them with a pedestal to talk about innovation and reforms that could change the face of the Logistics Industry.

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