

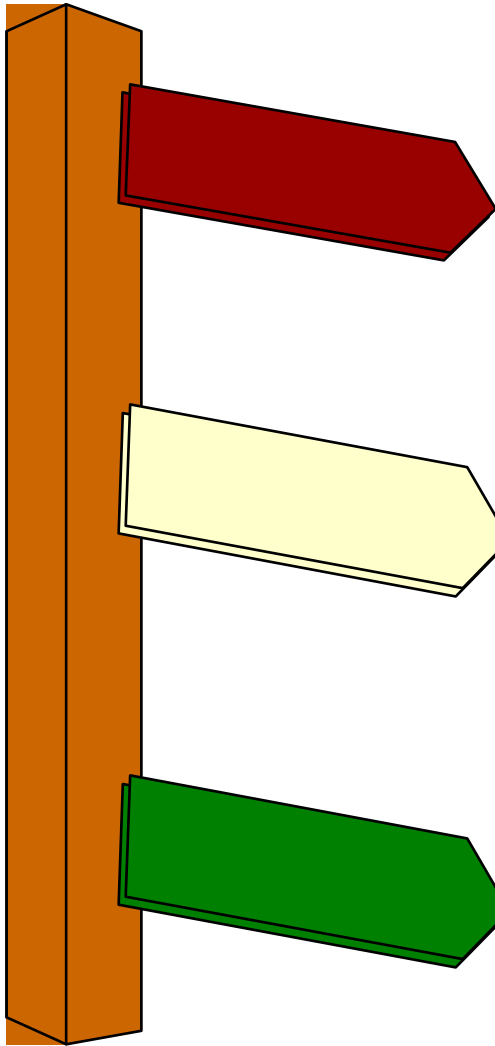


# ***“Collaboration & Co-operation between 3PL & OEM”***

***Presented by : Mr. Sanjay Sinha***

***Managing Director, Mahindra Logistics Limited***

# Agenda



- **Automotive Industry in a dynamic environment**
- **Collaboration and Co-operation in LSP & Manufacturer**
- **Case Study: Mahindra Logistics**

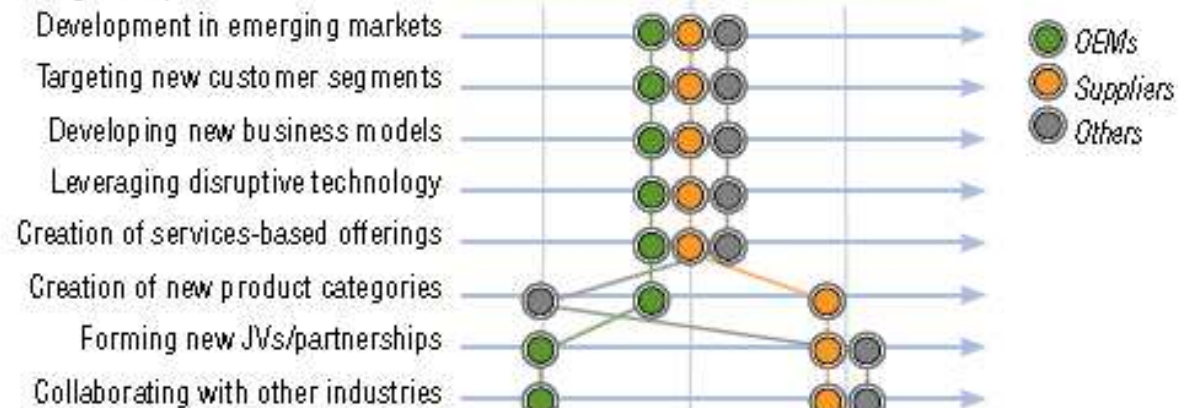


# Requirements of Automotive industry are moving towards 'Partnerships'

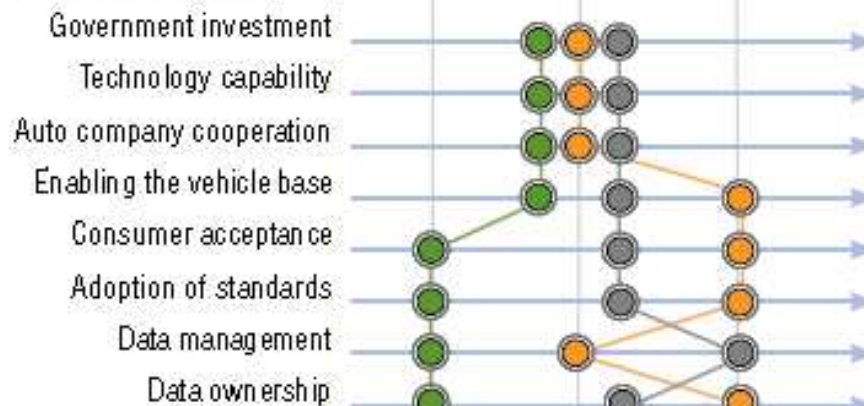
FIGURE 7.

## Industry segment growth orientation.

### Opportunities for growth by 2020



### Factors in the adoption of a connected vehicle



Independent orientation

Partnership orientation

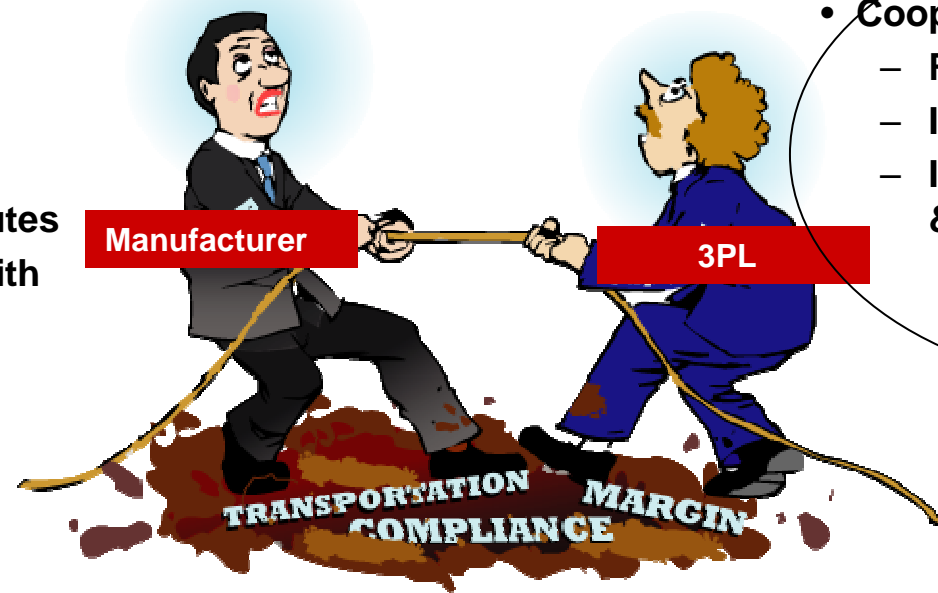
Source: IBM Automotive 2020 Global Study.

# Competition is passé.. collaboration is name of the day...



- Competition

- Margin/Cost Pressures
- Compliance Disputes
- Who gets stuck with excess inventory



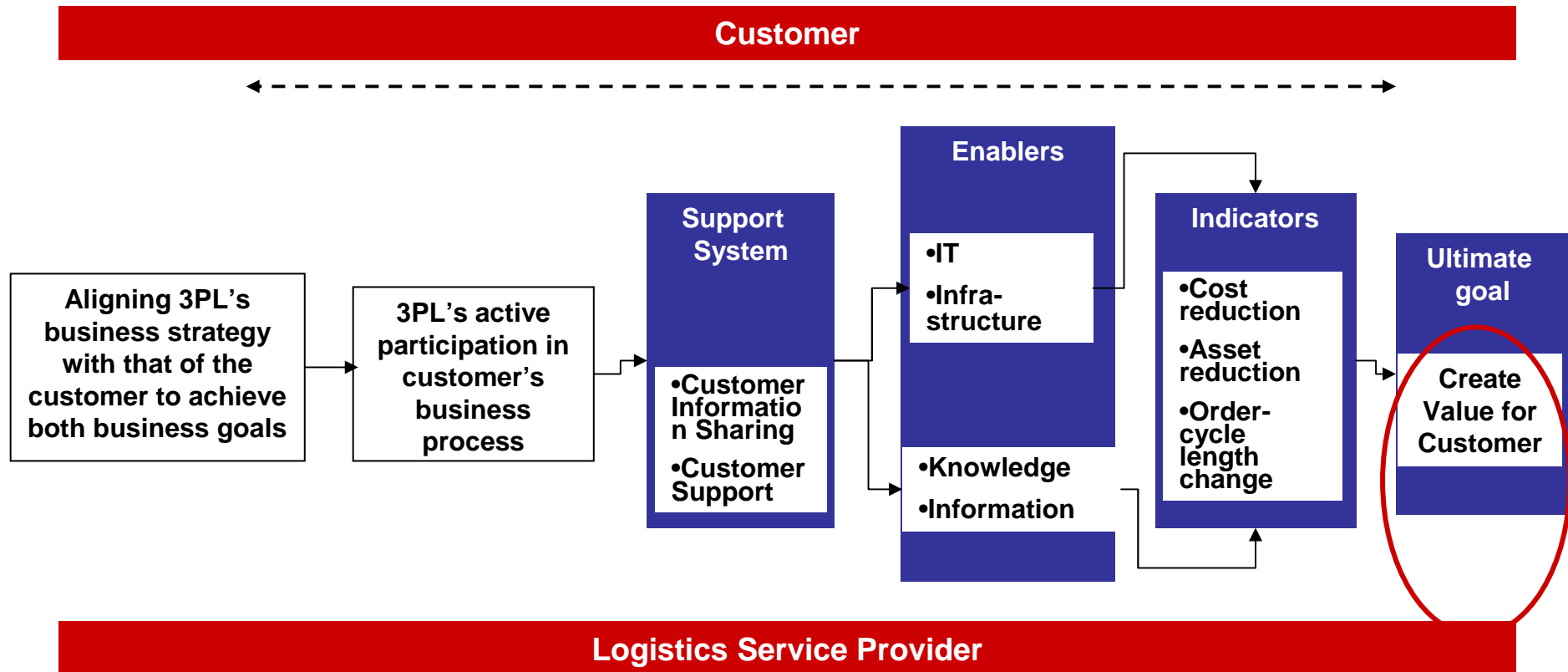
- Cooperation

- Reducing end-to-end cost
- Increasing inventory turns
- Improved forecasts, allocation, & replenishment

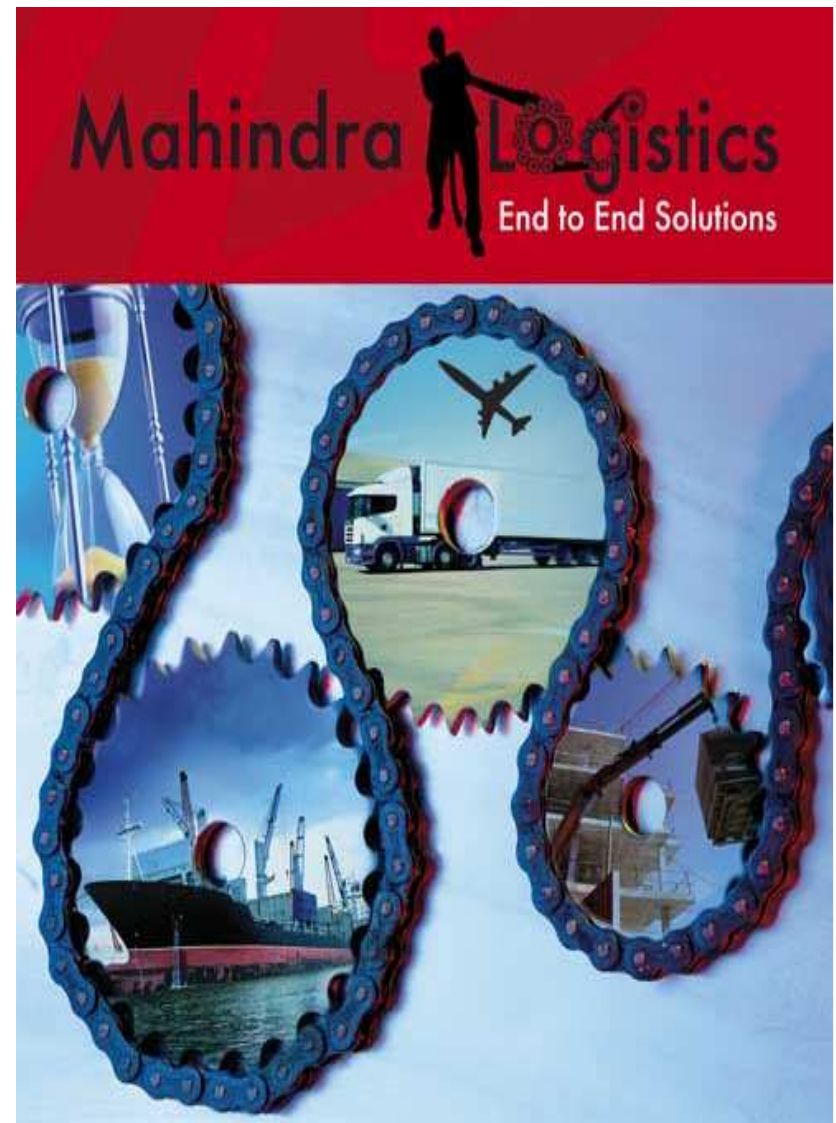
## How collaboration can help OEMs and 3PLs?

- Increase in Inventory Turns
- Working Capital Lock-in
- Industry moving towards global sourcing
- Cost Reduction
- Meeting changing market demand
- Freight Optimization

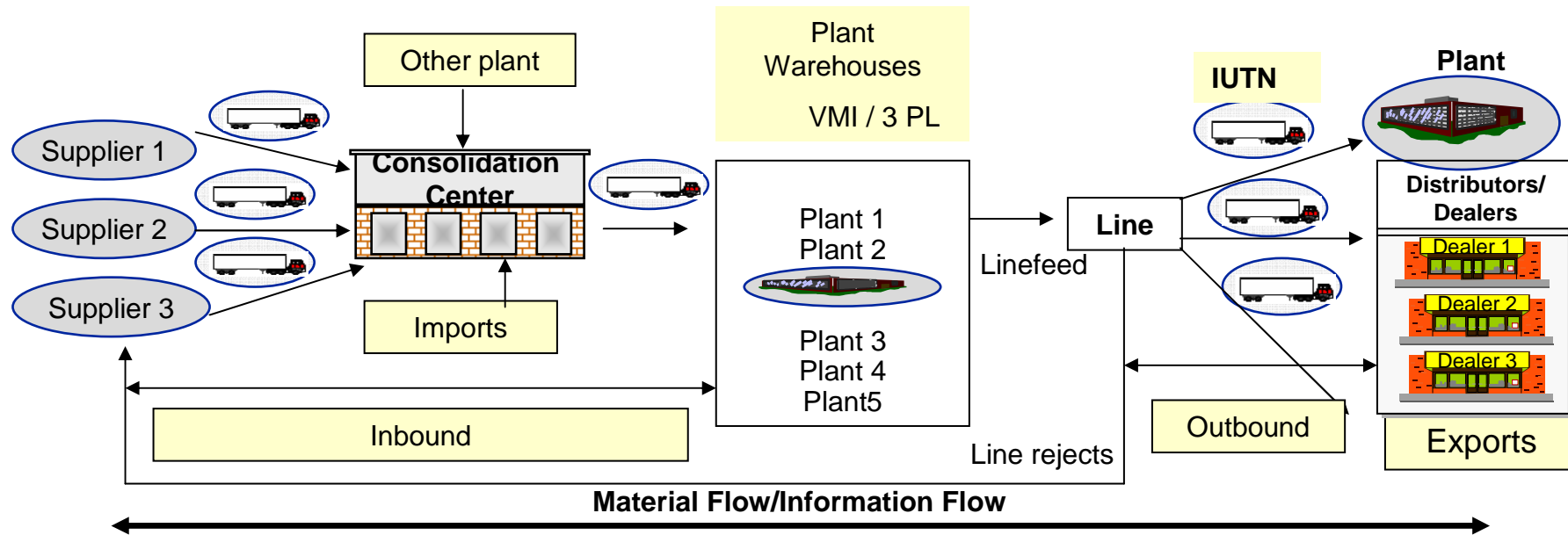
**Conclusion: LSP can meet the changing needs of automotive sector ONLY by creating value through Collaboration!**



***CASE STUDY***



# MLL @ Manufacturer of commercial vehicles



## Managing 5 Plants for the commercial vehicle manufacturer

Inbound Transportation	Warehousing & Line feed	Outbound / IUTN transportation	Value added services (VAS)	International Logistics
✓	✓	✓	✓	✓

*MLL is managing 34 automotive plants in total for various customers....*