

# Vigilante on the Move

## Can you take us through RFPL's history, major milestones and track record in the Supply Chain Management industry?

Radhakrishna Foodland Private Limited (RFPL) was established in 1988, as a captive outfit for its other group companies' requirements. In 1994, McDonalds India chose RFPL as its integrated supply chain partner. Since then, RFPL has built on its strengths to successfully establish a leading position in one of the most demanding markets in the world. RFPL's serviced sectors include: Food Service, Retail, FMCG and Agri Products. We are proud to have as our clients, some of the world's most prestigious brands: Subway, Pepsico, Bharti Walmart, McDonalds, Sodexo and Cadbury.

## What are RFPL's core service offerings and serviced sectors?

Our 4 core service offerings include:

- Warehouse Management
- Transport Management
- Value Added Services
- Project Management & Consultancy

## RFPL has emerged as the trusted partner in India (one of the most demanding markets in the world), for some of the world's most prestigious brands. What is your differentiating factor?

Our differentiating factor is clearly our people, our passion and our deep commitment to effectively serve our clients, everyday. Our indepth understanding of the points of sale/consumption also empower us to tailor our "functionally excellent" supply chain solutions for every client, thereby ensuring higher levels of on-shelf availability and customer service.

Our service orientation and the ability to anticipate, adapt, evolve and innovate with each client or situation has enabled us to emerge as their trusted partners.

## What are the Value Added Services offered by RFPL? Elaborate on their use, advantages and impact on clients' businesses?

Our Value Added Services include a bouquet of customized service offerings such as Inventory Management, Co-Packing, Re-Packing, Retail Solutions, Procurement and Reverse Logistics.

Our detailed-oriented approach to



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Chief Operating Officer, RFPL

each project's unique needs, coupled with our ability to challenge and re-engineer existing solutions seamlessly, enables us to differentiate our service offerings and bring significant value to our clients in the form of cost optimization, better operational efficiency and superior customer service levels.

## Can you elaborate on RFPL's latest offerings: Project Management & Consultancy? What need does it fulfill for a client; what are the services offered and which customers would benefit with this initiative?

RFPL's Project Management service offering to the Supply Chain Industry is a structured and innovative approach to Supply Chain solutions. Our experience garnered over three decades across various industry verticals, enables us to present independent and non-conflicting services to each of our clients.

Our team comprises of specialists in conceptualization, design, engineering and commissioning of National Supply Chain Networks, leading to supply chain optimisation through seamless and effective offerings that include:

- Supply Chain Improvement Programs
- Network
- Warehouse Design
- Supply Chain Planning
- Transport Management
- Systems Optimization

Our deep understanding of critical areas of the supply chain allows us

to effectively identify key areas for improvement that impact cost effectiveness, efficiency and reliability of the entire supply chain network.

## What are the other main/distinguishing service offerings at RFPL?

Our understanding of capacity utilization, productivity, inventory, cost, Waste, Error & Theft (WET) management along with our ability to constantly track, trace and tally these metrics enables us to help our clients grow their business more efficiently, improve working capital cycles, reduce total system costs and more importantly assure profitable sales growth for the clients' brands.

## What is your Brand Protection offering and how does it impact a client's business in real terms?

RFPL is committed to protecting the clients' brand by ensuring business continuity and total system integrity. Our indepth understanding of India, and the divergent supply chain challenges faced here, has enabled us to develop systems and processes that mitigate risk and fuel sustainable business growth.

In our endeavour to consistently serve our customers better, we have successfully adopted a "Zero-Tolerance" approach to Quality, Health, Hygiene, Safety, Environment, Maintenance and Compliance. Our commitment to the communities we work in, is reflected in our policy of inclusiveness that allows for local participation and mutual growth.

## Effective Supply Chain Management forms the backbone to many companies' ambitious growth plans – what is your approach to this crucial function?

Focused Customer Service is at the core of our business philosophy. We believe that serving our customers better, allows us to grow. Our holistic approach to understanding the locations you want to reach, the formats of customers you want to serve, your product range and year round promotional cycles, enables us to ensure that your products are always available, at a competitive price and that all service level parameters are measured, reported and reviewed periodically, allowing for timely and effective corrective action.