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L to R: Basant Mohta –GM, Physical Distribution - Loreal India; Alok Oke, Loreal India, Pankaj Gupta, Loreal; Pirojshaw Sarkari- CEO Mahindra Logistics and Sushil Rathi, COO Mahindra Logistics

L'Oréal India partners with Mahindra Logistics to implement its supply chain consolidation strategy

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May 8, 2018: Leading beauty company L'Oréal India has partnered with 3PL solution provider Mahindra Logistics to implement its post-GST supply chain consolidation strategy which is focused on achieving efficiencies in total cost.

As part of this, a distribution centre in Haryana was inaugurated recently by Pankaj Gupta – VP Operations South Asia L'Oréal.

Pirojshaw Sarkari, CEO - Mahindra Logistics (<http://www.itln.in/mahindra-logistics-opens-its-largest-multiuser-facility-in-chakan-logistics>), said, "This strengthens our solutions in FMCG/ cosmetics sectors. We are certain that our unrivalled technology intensive logistics solutions will add value to L'Oréal and will enable them to achieve desired cost efficiency."

Alok Oke, director operations, L'Oréal India, said, "India is one of the fastest growing beauty markets in the world and we are committed to investing in our operations here. The role of logistics is a key service differentiator for efficient and on-time delivery, in a cost-effective manner to multiple business channels."

"This distribution centre at Tauru Road, Haryana is part of our network consolidation. It is designed specially to fulfil the requirements of L'Oréal's customers including distributors and modern trade in the National Capital Region (NCR), Western Uttar Pradesh and some parts of Rajasthan for specific product portfolio."

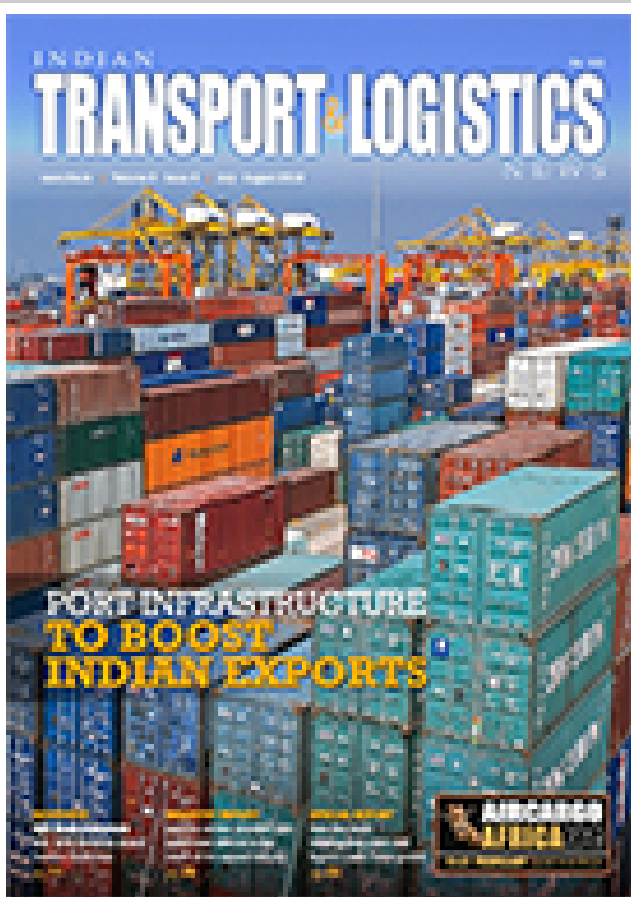
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