



Chemical- Agrochemical Industry | SP TMS

# NACL, a Leading Agrochemical Company, Achieves 100% Transparency Across 4 Plants and Reduces 3-4% Freight Costs



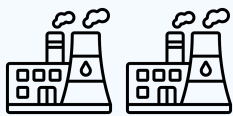
# About the Company

Established in 1993 as Chemagro International Limited, NACL Industries Limited has become a leading name in India's agrochemical sector. The company is dedicated to producing high-quality agrochemical products such as herbicides, insecticides, fungicides, and plant growth regulators, ensuring consistent support for the farming community. NACL operates three state-of-the-art manufacturing facilities located in Srikakulam and Ethakota, which uphold stringent quality standards and drive continuous innovation.

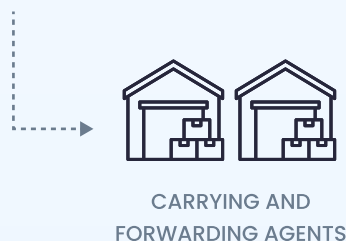
With a pan-India presence and a comprehensive logistics network comprising **56 stock points**, NACL ensures timely delivery and access to over **55,000 sales counters**. Today, NACL serves farmers not only across India but also exports to more than **30 countries**, with registered brands in Southeast Asia and Africa.

Through a combination of sustainable manufacturing practices and cutting-edge technology, NACL maintains its reputation for reliability and excellence in agrochemical solutions, focusing on the well-being of farmers and environmental stewardship.

## Streamlined Logistics Flow via SuperProcure's ILMS



FORMULATION PLANT



**4**

Manufacturing Plants

**60+**

Products

**35+**

Transporters

**5M**

Farmers (Customers)

SuperProcure manages NACL's primary movements, enabling efficient transportation from the formulation plant to regional warehouses and carrying & forwarding agents. This has significantly improved reliability and minimized delays across the supply chain.

# Key Challenges, Solutions, and Outcomes

## 1. Automated Freight Sourcing Reduced 90% of Time in Vehicle Sourcing and Cut Costs by 3-4%

### CHALLENGE

NACL's vehicle sourcing process relied on a mix of manual efforts and emails to transporters, which lacked transparency. Coordinating responses often involved multiple follow-ups and calls, delaying vehicle placements.

### SOLUTION

SuperProcure's Spot Module streamlined sourcing by providing confirmed vehicle details within minutes. This reduced vehicle finalization time by 91%, eliminated frequent follow-ups, and significantly boosted team productivity.

## 2. Streamlined Hazardous Material Shipments, Ensuring Safety and 100% Efficiency

### CHALLENGE

Handling hazardous materials required stringent safety protocols. However, the transporters shared the vehicle details only upon the truck's arrival, delaying vehicle fitness checks and increasing safety risks. The delayed evaluation process increased time and created challenges in managing critical shipments.

### SOLUTION

SuperProcure enabled NACL to access 100% of truck details in advance, allowing for early evaluation of the vehicle's condition and safety standards. This reduced delays, ensured only compliant trucks were accepted, and significantly improved both safety and operational efficiency.



### 3. Automated Gate-in/Gate-out Streamlined Detention Reconciliation and Improved TAT

#### CHALLENGE

NACL struggled to verify detention times, relying on transporters' claims and manual follow-ups with depot in-charges, causing delays in reconciliation. Also, simultaneous truck arrivals led to parking congestion, increasing inefficiencies and costs.

#### SOLUTION

SuperProcure's gate-in/gate-out tracking automated reconciliation with accurate time entries. This improved verification, reduced detention claims, and resolved parking congestion, enabling smoother vehicle handling and cost savings

### 4. Digital Tracking Reduced Operational Delays by 90%, Ensuring 100% Visibility

#### CHALLENGE

Tracking inbound shipments required frequent follow-ups with transporters, especially for urgent materials. Outbound shipments faced similar issues due to inconsistent MIS sharing and delayed updates, causing coordination challenges and delays.

#### SOLUTION

SuperProcure's tracking system ensured shipment visibility by using GPS and Fastag. This dual approach cut time spent on urgent inbound tracking by 90–95% and streamlined coordination for both inbound and outbound shipments.

### 5. Real-Time Dashboards for Fast and Accurate Insights for Top Management Team

#### CHALLENGE

They had to spend significant effort manually compiling transporter performance and key metrics, which required additional time and hindered transporter performance evaluations while limiting ground-level visibility.

#### SOLUTION

SuperProcure's automated dashboards provide ready-to-use reports, such as Audit and Allotment reports, offering quick access to performance and savings metrics. This enhanced transparency, simplified reporting, and supported faster decision-making.



# Key Achievements



Freight Costs Savings



Time Reduction In Freight Sourcing



Reduction In Manual Coordination



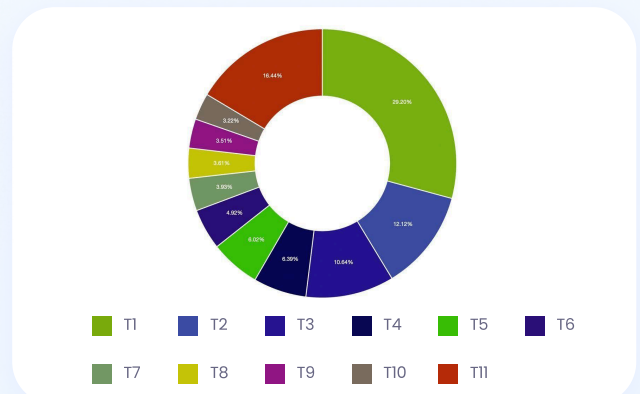
Transparency Across 4 Sites



Audit Compliant



NACL has a distribution network across India, with 56 stock points ensuring faster delivery. Its technical manufacturing facility has a capacity of 23,000 MT per annum and consists of 7 manufacturing blocks.



Reduced dependency on a few transporters, fostering competitive freight rates by engaging a diverse pool of transporters and ensuring smoother operations with multiple options readily available to meet requirements efficiently.

# Customer Review

Customer Support



Go-Live Process



Ease Of Use



Overall Quality



Features & Functionality



## Testimonials



“SuperProcure Has Given Us 100% Transparency Across Our Logistics Operations. With Real-Time Data And Comprehensive Dashboards, Decision-Making Has Become Faster And More Accurate. Along With Streamlining Our Processes, It Has Empowered Us To Achieve Greater Operational Excellence And Focus On Long-Term Growth.”



**Mr. Murali Krishna**

Manager- SCM  
NACL



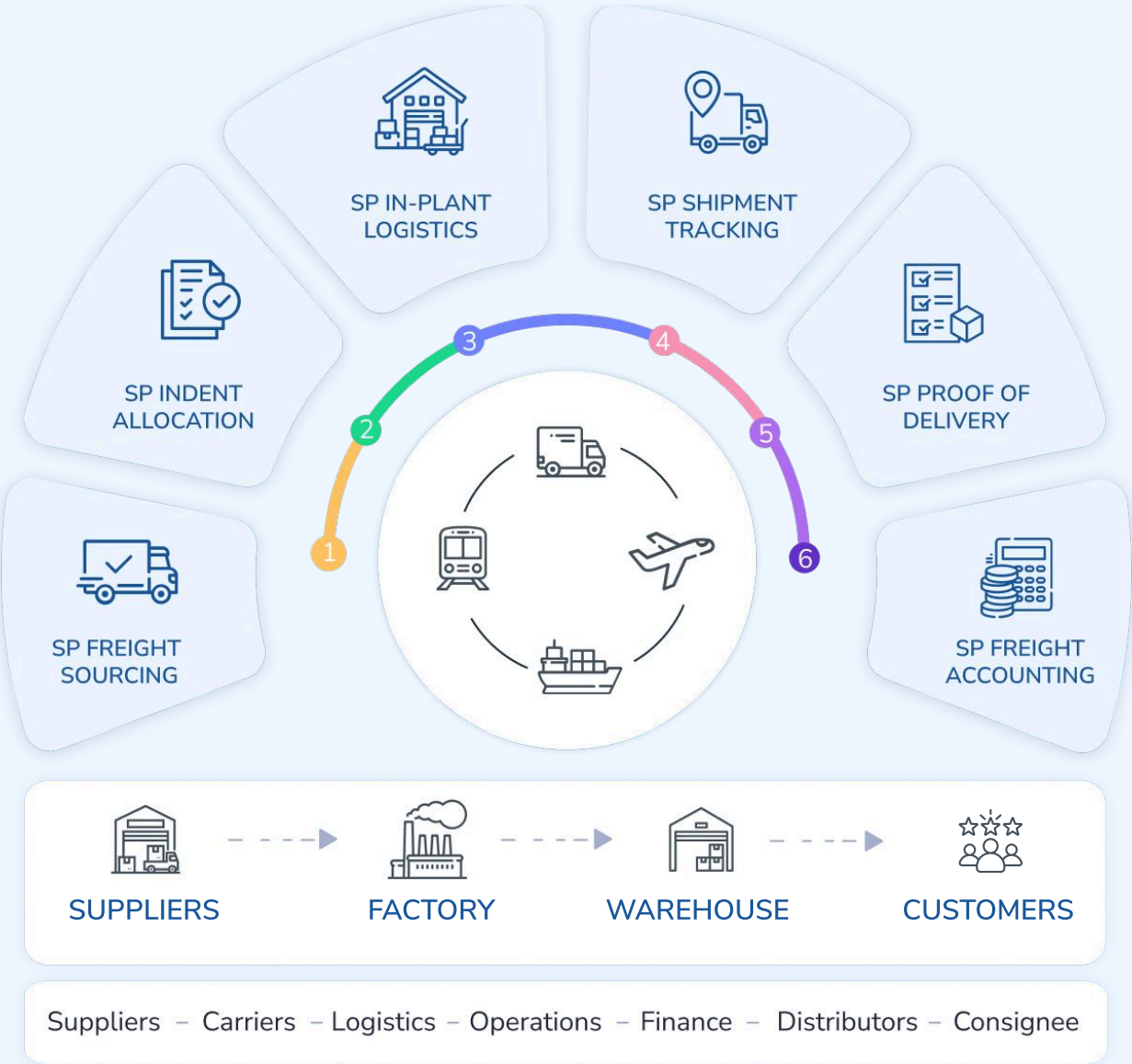
“Every Feature, From Spot Bidding To Vehicle Tracking, Has Added Immense Value To Our Logistics Operations. It Has Saved Us Significant Time, Reduced Costs By 3-4%, And Enhanced Efficiency, Enabling Our Team To Focus On More Productive Work Instead Of Manual, Repetitive Tasks.”



**Mr. Rajkumar P.**

Senior Executive- SCM  
NACL

# Custom-Designed to Solve Unique Challenges of the Chemical Industry with End-to-End TMS



Ready to SuperPower  
your Logistics?