Flipkart Wholesale Optimizes Pan-India Distribution Operations With FarEye



Introduction

Flipkart Wholesale's (acquired by Walmart) Pan-India distribution operations support a high-volume retail network across 26 stores and 1 cross-dock, requiring tight coordination between routing, dispatch, fleet deployment, store deliveries, and cash collection processes across the country with >200,000 orders & 195,000 vehicle assignments in a single month.

Impact

Flipkart Wholesale improves fleet efficiency, reduces logistics spend, and digitizes dispatch operations across Pan-India distribution with FarEye

100%
Digitization of dispatch flow

10%
Reduction in vehicle idle time

08%
Reduction in vehicles across Pan-India



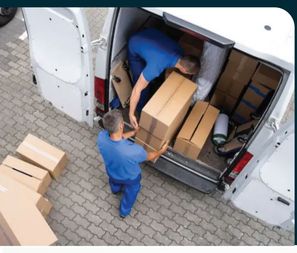
06%
Reduction in total logistics spend

01%
Reduction in return to origin

0.25%
Direct savings on cash collected through UPI

Challenges

As order volumes grew and delivery networks became more complex, Flipkart Wholesale needed help in improving logistics efficiency, reducing operational costs, and building a more agile distribution network across India.



Manual and fragmented dispatch operations

Flipkart Wholesale's dispatch flow required greater digitization to improve control, reduce dependency on manual processes, and ensure consistent execution across stores, cross-docks, and delivery routes.

Underutilized fleet capacity

Suboptimal fleet deployment created opportunities to improve vehicle utilization, reduce idle time, and optimize the number of vehicles required across Pan-India operations.

Routing discipline and delivery adherence

With high order volumes and large-scale vehicle assignments, maintaining routing adherence was critical to ensuring delivery schedules were met consistently.

Cash collection and RTO efficiency

Cash collection processes and payment discipline directly impacted delivery efficiency. Flipkart Wholesale needed better integration across payment collection, routing, and delivery workflows to reduce operational leakage and RTO rates.

FarEye Solution

Flipkart Wholesale partnered with FarEye to digitize and optimize its distribution operations across India. FarEye's platform enabled dynamic routing, dispatch digitization, auto e-way bill generation, and cross-docking support, helping Flipkart Wholesale improve fleet utilization, routing adherence, and logistics efficiency.



Dynamic Routing

FarEye's dynamic routing capabilities helped Flipkart Wholesale improve routing adherence and ensure delivery schedules were executed more consistently across Pan-India operations.

Digitized Dispatch Flow

FarEye enabled 100% digitization of the dispatch flow, reducing manual intervention and bringing greater consistency, control, and visibility into daily logistics execution.

Fleet Optimization

Improved routing and vehicle utilization helped Flipkart Wholesale reduce vehicle idle time by 10% and achieve an 8% reduction in vehicles across Pan-India operations without impacting delivery efficiency.

Auto E-Way Bill Generation

FarEye supported automated e-way bill generation, helping streamline compliance-heavy logistics workflows and reduce operational friction during dispatch and movement of goods.

Cross-Docking Efficiency

With support for cross-docking operations, FarEye helped Flipkart Wholesale improve movement efficiency across its distribution network, enabling better coordination between stores, vehicles,

UPI Integration

UPI integration improved cash collection efficiency and reduced dependency on traditional cash management processes, delivering direct savings on cash collected

Metrics Impacted

- **Routing Adherence**
  Improved adherence to planned routes, helping Flipkart Wholesale meet delivery schedules more consistently.
- **Vehicle Utilization**
  Optimized fleet deployment and reduced vehicle idle time by 10%.
- **Fleet Requirement**
  Reduced the number of vehicles required across Pan-India operations by 8%, without impacting delivery efficiency.
- **Logistics Spend**
  Achieved a 6% reduction in total logistics spend through better routing, dispatch discipline, and fleet optimization.
- **Cash Collection Efficiency**
  UPI integration delivered direct savings of 0.25% on cash collected by the CMS agency.
- **Return-to-Origin**
  Disciplined routing and payment measures contributed to a 1% reduction in RTO.



The Way Ahead for Flipkart Wholesale

Flipkart Wholesale's Pan-India distribution operations are moving toward a more digitized, optimized, and cost-efficient logistics model. With FarEye, Flipkart Wholesale has strengthened the foundation for scalable delivery execution through dynamic routing, dispatch digitization, automated compliance workflows, and better fleet utilization.

First Choice for Last Mile

About FarEye

We are a last-mile technology partner for companies obsessed with delivery experience for their customers. Our vision is to ensure every delivery in the world reaches its destination every time, on time, accurately, efficiently, and as sustainably as possible.

FarEye's AI-powered platform turns deliveries into a competitive advantage. Carriers & Shippers use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies, sustainably. FarEye has 150+ customers across 30 countries and six offices globally.