

LEADERS OF CHANGE

BLR Logistiks: Revolutionising India's logistics industry for the past 50 years

BLR Logistiks, a pioneer in India's logistics industry, champions trust, innovation, safety, and sustainability. So, you can count on them to meet all your logistics needs



BLR Logistiks, a 3PL logistics company founded in 1968 has today emerged as a leading force in India's logistics sector. With the visionary Lajchand Goyal at its helm and supported by his wife, Chameli Devi, the company's journey began as a humble transport venture. Under the leadership of Ashok Goyal, the founder's son, BLR Logistiks expanded its horizons by integrating technology and optimising transport infrastructure, propelling the company to rank among India's top 10 logistics firms. A testament to their success is a vast fleet, warehouses, and a presence in over 65 locations, alongside a dedicated workforce of 1,000+ employees

committed to achieving new heights. Technology has been the driving force behind BLR's success, as the company has invested in robust tech infrastructure, resulting in an impressive 98 per cent on-time delivery KPI. This has been possible due to persistent efforts by Abhishek Goyal, son of Ashok Goyal. Abhishek is a third-generation business leader and the driving force behind technological advancements at BLR. However, BLR Logistiks remains equally committed to enhancing the client experience, thus prioritising customer-centric solutions. 'BLR's One Advantage' exemplifies this approach, offering comprehensive end-to-end

logistics solutions tailored to meet diverse client needs. Their 3PL operation analysis and management system smoothly handle vehicle procurement, fulfilment, warehousing, and inventory management. With cutting-edge visibility and security measures, such as the use of advanced robotics and LIDAR devices, a driving risk assessment and improvement platform, digitised learning, and personalised driver counselling sessions, effectively prevent unforeseen accidents caused by human error, thus minimising resource losses.

Drawing on their rich five-decade experience, BLR Logistiks has perfected an end-to-end product flow, streamlining supply chains and providing enhanced efficiencies. Specialised warehouses, integrated with an advanced Warehouse Management System (WMS), further bolster the company's operational excellence. The implementation of a fully GPS-enabled fleet offers versatile carriers tailored to diverse client requirements. Their 24x7 control tower provides proactive backend support, ensuring safe and timely delivery



solutions for customers. Additionally, the company has taken a strategic step to enhance its container leasing solution at JNPT (Jawaharalal Nehru Port Trust). The company has purchased 100*40 feet containers, designed to offer unmatched convenience and cost-effectiveness for clients. By utilising these containers for storage, clients can save on fixed warehousing costs and minimise multiple handling of goods. Moreover, the versatility of these containers allows them to be loaded directly onto trailers, enabling efficient delivery to the end-user and resulting in significant cost savings.

Beyond their business accomplishments, BLR Logistiks is dedi-

cated to environmental responsibility through the ambitious BLR Zero Carbon Project 2035. This initiative aims for complete decarbonisation, promoting eco-friendly and sustainable logistics practices. By leading the way in this endeavour, BLR sets a precedent for a greener future in the logistics industry.

The recent launch of the industry-first 'DriverX' initiative demonstrates BLR Logistiks' commitment to inclusivity and innovation. By empowering women drivers in the logistics industry, 'DriverX' breaks gender barriers and promotes diversity, thus contributing to women's economic empowerment. This groundbreaking initiative showcases BLR Logistiks' dedication to fostering a safe and forward-thinking logistics landscape in India, exemplifying its commitment to both logistics excellence and social progress.

With an unwavering focus on trust, innovation, safety, and environmental responsibility, BLR Logistiks actively contributes to national progress. Its efficient operations optimise manufacturing processes for industries and address the critical national priority of reducing logistics costs, ultimately benefiting the common man with improved standards of living. BLR Logistiks stands as a beacon of progress and sustainability in India's logistics industry, a testament to 50+ years of trust, excellence, and dedication to serving India's logistics needs.



UNLOCKING EFFICIENCY WITH TECH-DRIVEN LOGISTICS




BLR ONE
ADVANTAGE



Surface
Transportation
(FTL)


Logistics & 3PL
Warehousing &
Distribution


Project Logistics
& Value added
Services


International
Freight
Forwarding


Custom
Clearance


Rail
Cargo

BLR BLR Logistiks (I) Ltd
Trust • Talent • Technology

600+
owned
vehicles

2500+
attached
vehicles

65+
offices
Pan India

1200000 sq.ft.
open & closed
warehousing space

1000+
dedicated
workforce

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