



**Freight Tiger**

# **Improve efficiency, productivity and cost through digital logistics processes**

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The logistics  
industry can be  
broken down into  
multiple functions

Procurement

Production Planning

Transportation

Demand Forecasting

Inventory Management

Reverse Logistics

Customer Service

Distribution Planning

Purchasing and Finance

Information Processing

# Managing all steps of procurement and transportation

1 Sales Order Process

2 Plant Dispatch Process

3 Vehicle Finding Process

4 Transportation

5 Delivery & Confirmation

6 Proof of Delivery & Payments

# 100+

Data-points  
captured across  
all functions

Demand Distribution

Losses Incurred

Payments

Transporter Efficiency

Supply Requirements

Payment Terms

TAT at Loading

TAT at Unloading

Freight Rates

Mode of transportation

Number of consignees

Transit Time

Transit Stoppage

Transit Idle

TAT to receive POD

TAT for System Entry

Route Master

Payment Approval  
TAT

Sales Order to DO

Placement Efficiency

Route Delays

ETA

Truck Availability

Route Deviation

In-Plant Tracking

Location Source

Market Rate Index

Type of Commodity

Type of Vehicle

Delivery Points

# Currently, these are managed separately

Different tools used for different parts of process

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Lack of integration; manual syncing of data needed

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No software platform provides complete, end-to-end integration of data

# Imagine a complete Connected, Digital Platform

# The Three Pillars

1

Unified Platform

2

Visibility

3

Data



# Outcomes

Reduce losses by 30-40% for consignors

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Change sales from a push to a pull-based model

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Drastically improve efficiency and reduce overheads

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Simplify and automate the entire supply chain



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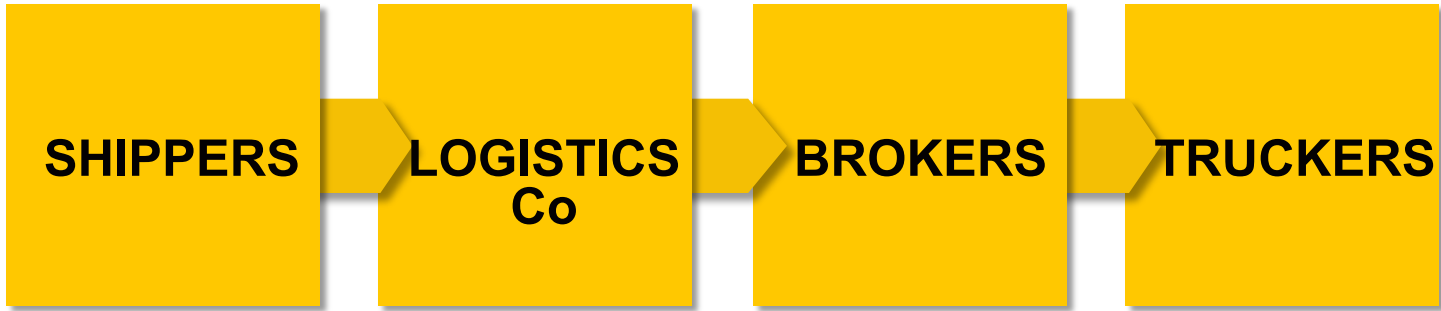
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# About Freight Tiger

**A collaborative, multi-tier logistics platform for visibility across all freight transactions, providing a single version of the truth for all stakeholders**

# Freight value chain in India

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**Freight Tiger**  
**Neutral Platform to bring all stakeholders online**



# Freight Tiger Unified Platform

1 Sales Order Process


4 Transportation

2 Plant Dispatch Process

5 Delivery & Confirmation

3 Vehicle Finding Process

6 Proof of Delivery & Payments

 **Indents** Simplified, digital truck request and placement process for shippers and transporters/logistics companies

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 **Trips: Track and Trace** Real time visibility of all trucks in all freight transactions


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 **Payments Reconciliation** Simple, digital solution for Proof of Delivery & Payments

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 **Analytics and Reports** Business Insights across all operations

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 **Control Tower** Exceptions, alerts and escalations, with managed services

# Freight Tiger Control Tower

**Alerts and reports for exception management**

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**Escalation to appropriate stakeholders**

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**Proactive issue management**

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**Real-time view of all your shipments**

Helps consignors  
save upto 7-10%  
of freight value



# Team



Swapnil Shah



Founder and CEO  
Over 14 years of  
experience in strategy, operations and  
business turnaround across P.E. and  
Logistics



Amol Shah



Operations  
Over 10 years of  
experience in strategic planning and  
scaling global operations in technology  
driven firms



Pramod Jajoo



Technology and Product  
Over 25 years of  
experience in technology and product  
management. Former CTO of BigBasket.

# Team



Ram Adhikari



IIT Delhi



Jatin Luthra



IIT KGP



**Technology Innovations**  
Over 14 years of  
technology and engineering  
experience in delivering enterprise class  
web and mobile applications

**Sales**  
Over 17 years of  
experience in supply chain, strategy and  
sales across manufacturing, FMCG,  
pharma, retail and technology firms

# Questions!

