



**Eastern Road Carriers Private Limited**  
Since 1973

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# ABOUT COMPANY

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Eastern Road Carriers Private Limited (ERC) has developed an envied reputation as a quality supply chain solution in pan India through a persistent focus on service. Our commitment to service is built on a culture of trust, reliability, responsibility and accountability.

**Primary elements required in providing a consistent healthy delivery solution are follow:**

- Strength – Very much focused on service front .
- Information Technology – innovative and personalised.
- Quality Culture – process and customer centric driven with transparent results.
- Management Plan – expertise and experience.
- Adaptable – customised solutions based on business understanding.



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# COMPANY PROFILE

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- ERC is providing entire supply chain solution. Our success story is basically building up on strong pillars of integrity, massive infrastructure , operational capacity & financial soundness ...
- ERC has been operating for more than a year, the company has rapidly grown to become one of the leading national service provider in most in-demand and independent logistics businesses. ERC team has more than a year of experience in SUPPLY CHAIN MANAGEMENT. ERC offers a wide and varied freight services based on customer requirement .
- ERC prides itself on honest, reliable and excellent customer service, treating each customer with the highest level of personal attention, professionalism and confidentiality.



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ERC proposes to combine the above attributes to provide your business with the required logistics solution. Its focus will remain on all key areas, not simply those of the current.

The overall goal of ERC 's logistics performance is that all its subsystems (processes, departments, teams, employees, etc.) work together in an optimum fashion to achieve your business' desired results.

## Key initiatives for ERC will include:

- Continuous improvement of service standards through promotion of compliance.
- Continued focus on training and support of staff with continuing emphasis on 'reporting'.



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ERC is focused on continuous improvement while increasing effectiveness and efficiency to fulfil its policies and objectives. It is not limited to quality initiatives. Improvement in business strategy, business results, and customer, employee, and supplier business relationships can be subject to continual improvement. Putting it simply “getting better all the time.”

ERC’s service is based on IT, security, speed and accountability. We have established our reputation on the consistent provision of track and trace, intact and on time delivery of consignments entrusted to our care.



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# OUR COMMITMENT

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- ERC is committed to your business to create a long term service partnership that will deliver immediate IT and service benefits. It's continued commitment to mutual goals will help position your business with a significant competitive advantage.
- You can be confident in ERC as a service solution they can trust and that it will always deliver on promise, from the start. Based on ERC current and future relationships, it will meet your business' distribution, customer service and IT expectations .
- ERC hopes that you will take the opportunity to understand its service background through clients, employees and partners and be completely content in a strong partnership with a company embodying a compatible set of values. It advocates that the service partnership commences at the earliest opportunity with the continuation of existing intrastate express road transport and distribution requirements. Based on capabilities and shared information, this partnership would certainly present to you a real potential for significant short and long term service benefits.



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# OUR PROMISE TO YOU

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ERC will play a pivotal role in the continuation and the stability of your business to maintain its aggressive growth by managing all major support centres for pan India customer. Our service performance will help position your business at the forefront of its competitors through ERC satellite tracking, on time delivery and service standard to ensure premium quality service.



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# OUR PROMISE TO YOU

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- Innovative, forward thinking IT solutions, where satellite tracking is at the forefront of business for client benefit.
- To significantly reduce the effort and workload required by your business to manage their products once dispatched from distribution centres.
- To keep late, damaged and mislaid goods to a fraction of one percent, with nil being the ultimate goal.
- To build a working relationship that creates trust, goodwill and respect through a common desire to improve business.
- To consistently inspire a culture of technical excellence and innovation, by encouraging staff to make suggestions, decisions and to take action.
- A hands-on approach that not only delivers tangible benefits, but also offers on-going support for the solutions introduced.
- The design, implementation and maintenance of new ways of working that will support new situations, changes and challenges.



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# ERC BUSINESS HISTORY & OUTLINE

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Embracing identified market needs, services could effectively be directed towards larger corporate clients who desire a true interaction with their service partner to achieve a smarter, more customer focused distribution network throughout the country . Niche markets committed to include:

- Tea
- FMCG
- High Technology
- Telecommunications
- Photographic
- Medical
- Electronics
- Automotive
- Pharmaceuticals
- Engineering
- Clothing



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# PLANNING & CHANGE

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- ERC is a key service provider in these markets offering a wide range of services. Several of its business partnerships have risen from 'word of mouth' and known reputation for customer service excellence. It maintains a focus on providing services to prestige Corporate clients such as your business.
- Growth has enabled ERC to provide efficient solutions for large MNC clients across India . Our objective is to grow by attracting a manageable number of qualities, target market clients and providing them with focused attention, rather than forcing business to grow simply through the push for indiscriminate addition to revenue . The following Strategic Partnership Charter further reinforces our approach.



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# ERC BENEFITS

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- We are committed to reducing prolonged and unsettling customer complaints, by providing fuss-free, on time and safe delivery of product .
- The flow on effect of reduced down time with taking long phone calls, chasing missing or soiled produce, reordering, erratic stock control and customer issues, have a positive effect right across our company – from overall satisfaction and efficiencies within department, to Operations, IT, Marketing, Sales and Customer Service.
- The benefits of a delivery service you can rely on, makes the decision to move forward with ERC – great commercial sense.



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# ERC BENEFITS

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- ERC appreciates an opportunity to visit your site for operational meetings. This assisted with understanding of current challenges of consistent, timely, economic and safe delivery solutions .
- ERC sole activity and objective is the management of services and to reduce the risk that your business can be and has unnecessarily been exposed to.
- ERC proposal, employees have been trained to ensure freight received is fully inspected, accountability for freight received is consistent , and that freight is loaded in a timely and intelligent manner.
- ERC is highly confident that a combination of training, supervision, incentives and accountability (our culture) with advanced systems (technology) will continue to deliver benefits to your business.



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## ERC SERVICES

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- B2B – Business to Business
- D2D – Door to Door
- VAS – Value added service
- FTL – Full truck load
- PTL – Part Load
- B2C – Business to consumer
- WMS – Warehouse management system



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THANK YOU

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