



Building strong relationships of trust

Our business is accelerated by partnering with a vast network of dealers and distributors who make up part of our trade network. We also work with influencers, including electricians, architects, interior designers and contractors. Both networks are of vital importance to us, as the former serve as the actual point of sale and the latter as enablers of sales.

Material issues addressed

- Distribution network
- Product stewardship

Key risks considered

- COVID-19 disruptions
- Customer service and after-sales management
- Distribution network
- Supply chain disruptions
- Geopolitical and social instability
- Changing customer preferences

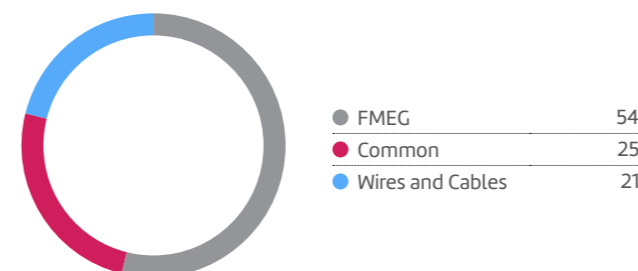
SDGs impacted



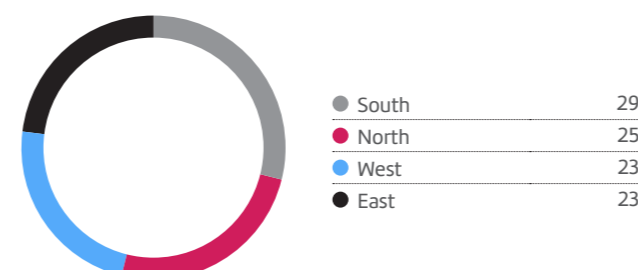
We enjoy competitive advantage over our peers thanks to our strong distribution network. We have implemented the Automatic Storage and Retrieval System (ASRS), a computer-controlled warehouse management system, in two of our warehouses in Halol (Gujarat) to automate placing and retrieving load. We are also implementing this technology at our other warehouses. Our vast distribution network of 4,500+ dealers and distributors and 2,05,000+ retailers enable us to provide distinguished services to our customers.

Our reach

By product (%)



By geography (%)



Supply chain management

At Polycab, we are building a customer-centric, agile and cost-conscious supply chain by embedding technology, digitisation and facilitating simplification of processes. We are integrating real time market signals and customer requirements into all supply chain activities, right from procurement of raw materials, production till delivery to our customer and after sales service.

Polycab Experts Programme

Targeted at influencers, our Experts programme emphasises on inclusive growth by imparting personal and professional skills to participants along with monetary incentives.

Programme features

- A 360-degree influencer management initiative promoting inclusive growth
- Loyalty-based monetary incentives, along with training and 'Experts' certification
- Certifications from government recognised institutes
- Develop soft skills like people, social, communication skills and time management

We are working on:

- Digitising complete order to delivery cycle
- Faster return management for unlocking working capital for customers
- Control tower for complete visibility of supply chain
- Replenishment driven planning to capture real time market signals

Freight management systems have been implemented over the last 18 months, which is helping leverage data insights for productivity and customer service. The warehouse management system implementation is also in progress, which will speed up customer order fulfilment as well as bring operational efficiency in system.

A productivity funnel has been built and we have made it part of our regular process to be ahead of inflation. We continuously work with our Sales team and build dynamic network to bring cost efficiencies and faster service to market.

We have worked upon minimising wastages by reducing non-value-added inventories in the system as well as keeping tight inventory control. We are keeping a sharp focus on building world-class infrastructure and supply chain ahead of the demand and at same time working on making the supply chain sustainable through alternate fuel usage, network realignment and optimal usage of natural resources.