

Value Chain Partners

Material Topics

Responsible Supply Chain

Distribution Network

Influencer Training and Engagement

SDGs Impacted



By building a resilient and ethical value chain ecosystem, we enforce our responsible sourcing practices, ensuring alignment with our sustainability goals and India's net-zero emissions target. Simultaneously, we invest in the growth of our influencers, providing training, certifications and incentives, to cultivate a collaborative network that advances our collective brand strength and market presence

Optimising Capital Inputs for Value Chain Partners

-  **Financial Capital**
Using our financial stability to maintain optimum inventory levels for both ourselves and dealers
-  **Manufactured Capital**
Ensuring standardisation of quality to help value chain partners deliver consistent value to our customers
-  **Intellectual Capital**
Extending our digitalisation efforts to our supply chain to ensure efficiency and maintain raw material quality
-  **Human Capital**
Increasing procurement from MSME customers to support the growth of the domestic industry
-  **Social and Relationship Capital**
Helping create an inclusive ecosystem for all value chain partners
-  **Natural Capital**
Engaging with suppliers to align them with our sustainability framework

FY 2023-24 Highlights

100,000

Influencers on the Polycab Experts Digital Platform 

83.7%

Sustainable Sourcing in FY 2023-24 



Our Approach to Value Chain Partner Engagement

Polycab has adopted a proactive approach to engage with key value chain partners, with a focus on the electrician community. The establishment of an influencer management department, operational in 40 cities across India including major metros and Tier 1 and Tier 2 cities, underscores this commitment.

The ~100 member team engages physically and digitally with electricians to support product usage, promote loyalty schemes, and gather feedback. This strategy aims to convert users to Polycab products, encourage upgrades, and practice range selling, solidifying our presence across more than 5,000 residential sites.

Supplier Engagement Philosophy

- 01 Supplier Code of Conduct (SCoC)**
- 02 Supplier engagement survey**
- 03 Aligning suppliers with sustainability framework**
- 04 Regular supplier engagement to address grievances**



Pro+ App

In partnership with our Influencer Management Team, we launched the Pro+ App to drive lead and demand generation, enhancing brand engagement. The app, which went live in November 2023, has connected us with over 13,000 electricians across more than 35 cities, strengthening relationships and contributing to our growth.

Responsible Sourcing Practices

We have aligned our practices with the Nationally Determined Contributions (NDCs) demonstrating our commitment to India's net-zero emissions target. Our Supplier Code of Conduct (SCoC) is aligned with national and international standards, embodying the ethos of safety, health, environment, labour, human rights, ethics, and fair business. In FY 2023-24, we achieved a milestone where 83.7% of our inputs by value were sourced from sustainable sources.

Ethical Supply Chain Management

Our approach to supply chain management is rooted in ethical practices and compliances. We have embraced technology to transform our supply chain, enhancing agility and transparency. Major advances include the adoption of the Theory of Constraints (TOC) for efficient supply chain flow, new demand planning algorithms, and a Warehouse Management System (WMS) for heightened productivity and service.

Sophisticated solutions like Automated Storage and Retrieval Systems (ASRS) and a Freight Management Module have also provided new logistical insights. By digitalising key processes such as order-to-delivery and procure-to-pay, we ensure seamless visibility and efficiency. These measures ensure compliance with ethical standards and reduce the risk of any unethical practices.



How We Engage with Them

- Regular supplier/vendor meets
- Contract revision and negotiation meetings



Key Topics Discussed

- Responsible sourcing practices
- Ethical supply chain management
- Strengthening distribution networks
- Empowering value chain influencers

Influencer Engagement

We champion influencer engagement by utilising the Polycab Experts digital platform—a vital link that connects the Company directly with our retailer and electrician community. This platform boasts over 100,000 members from our influencer community, facilitating seamless product registration and transactions.

Strengthening Distribution Networks









Our initiatives in digitalisation and automation extend to our distribution network to improve resilience. The integration of product tracking and automation across the product lifecycle ensures that our products are efficiently managed from warehouse to customer. With tools like dashboard-based reports for data insights and the digitalisation of reverse logistics, we ensure working capital improvement and optimal resource utilisation.

We unified various stakeholders onto a single platform – Salesforce – to streamline processes, involving the Technology Team, Channel Partners, Panel Builders, Key Account Managers, and specialists from Lighting and Cable divisions, thereby reducing manual work. The migration to Salesforce alongside the launch of loyalty programmes for electricians and retailers have streamlined the distribution process, making it faster, more efficient, and customer-centric. By focusing on converting, upgrading, and range selling, and gathering productive feedback, we enhanced distribution effectiveness and customer reach in FY 2023-24.

Achieved 80% reduction in response time through revamped B2B CRM system



Key Features of Salesforce Platform

-  Sales Dashboard
-  Order Management
-  Sales & Financial MIS
-  Quick Product Information
-  Price Communication
-  Robust Global Platform
-  Convenient & Rapid
-  Real-time Oracle Integration

Empowering Value Chain Influencers

We recognise the role of influencers in driving brand awareness and engagement. Our Influencer Connect Programme is crafted to build meaningful relationships that strengthen mutual growth and impactful digital collaborations. We have also successfully piloted loyalty programmes that leverage AI/ML for personalised campaigns, directly engaging with electricians and retailers. Looking ahead, we plan to further empower our value chain influencers by offering medical insurance and scholarships for electricians' children through loyalty programme.