



# LaneBlue Logistics

Delivering Trust, Speed & Innovation

# Delivering Excellence with LaneBlue

LaneBlue is India's premier domestic logistics partner, dedicated to streamlining the movement of goods. Powered by cutting-edge technology and a customer-first philosophy, we're driving nationwide growth with unparalleled service.



## Specialized in Last mile delivery

Leveraging our expertise in last-mile and end-to-end delivery we offer world class consumer experience to customers at the doorstep.



## Tech-Driven Solutions

Innovative technology for transparent pricing, reliable services, and operational efficiency.



## Customer-First Approach

Committed to providing seamless experiences and building lasting partnerships with our clients.

# Comprehensive Logistics Solutions



**Setting up mini warehouse/Dark stores :** We set up mini warehouses/dark stores up to 10,000 sq. ft. as per client needs, managing operations and deliveries. Clients can also opt for only warehouse management while last-mile delivery is handled by their partners. This model is ideal for companies aiming to stay close to demand centers for faster, just-in-time deliveries.

**First mile pick up** – We can pick the shipments from sellers and connect the same to your end consumers or to your fulfillment centers.

**Setting up captive/Shared delivery hubs :** Capability to set up delivery hubs with complete infrastructure across the country with no capex investments from the customer.

**Line Haul:** We provide on-demand trucks for intracity and intercity transport with a reliable partner network offering 20ft/32ft trucks. A dedicated control tower ensures real-time visibility, supported by GPS tracking and digital locks through our partners Wheelseye and Lynkit.

**Last mile Deliveries:** We have developed capabilities to provide last mile delivery services to customers across the businesses including E-Commerce. We provide delivery services through vans/bikes which are GPS enabled. We have expertise in last mile delivery solutions in metros/ Tier1 / Tier2 / Tier3 and beyond. We offer pay per shipment model.

**Leasing of last mile vans :** We have developed reliable van vendors across the south, basis which we can supply vans on monthly lease basis or on demand basis.

# The LaneBlue Technology Edge

At LaneBlue, technology isn't just a tool – it's the backbone of our operations, ensuring unparalleled transparency, efficiency, and reliability in every delivery.

- **API Integration:** Seamless connectivity with Easyship and other key logistics partners.
- **Real-Time Tracking:** GPS-enabled systems provide customers with live updates on their shipments.
- **Data-Driven Automation:** Leveraging analytics for optimized routes, reduced errors, and enhanced operational insights.



# The LaneBlue Network – At a Glance

- 50+ branches across all Southern States of India.
  - Bangalore – 4 WHs
  - Chennai – 3 WHs
  - Hyderabad – 2 WHs
- Fleet Strength: 400+ vehicles (own + partner).
- Deliveries: 40000+ shipments per day.
- Specialized in Same day Last-Mile Delivery, Line Haul, Warehousing, and Fleet Leasing.
- Robust urban and rural reach.
- Trusted vendor network ensuring reliability and scalability.
- Ability to expand rapidly based on customer requirements.



# The LaneBlue Network Details

State	# Locations
Andhra Pradesh	18
Goa	1
Karnataka	7
Kerala	5
Maharashtra	2
Orrisa	1
Tamil Nadu	22
Telangana	7
West Bengal	1
<b>Total</b>	<b>64</b>

S.No.	State	Location
1	Andhra Pradesh	Adoni
2	Andhra Pradesh	Amalapuram
3	Andhra Pradesh	Anantapur
4	Andhra Pradesh	Cumbham
5	Andhra Pradesh	Guntur
6	Andhra Pradesh	Hyderabad - Balanagar
7	Andhra Pradesh	Hyderabad - Autonagar
8	Andhra Pradesh	Hyderabad - Boduppal
9	Andhra Pradesh	Hyderabad - Zamistanpur
10	Andhra Pradesh	Kadapa
11	Andhra Pradesh	Kakinada
12	Andhra Pradesh	Naidupeta
13	Andhra Pradesh	Nandyala
14	Andhra Pradesh	Produttur
15	Andhra Pradesh	Rajahmundry
16	Andhra Pradesh	Raychoti
17	Andhra Pradesh	Tanuku
18	Andhra Pradesh	Visakapattanam
19	Goa	GOA

S.No.	State	Location
20	Karnataka	Bangalore - Begur
21	Karnataka	Bangalore - Cheemasandra
22	Karnataka	Bangalore - Electroniccity
23	Karnataka	Bangalore - Jigini
24	Karnataka	Bangalore - Sarjapur
25	Karnataka	Madikeri
26	Karnataka	Mysore
27	Kerala	Alapuzha
28	Kerala	Ernakulam
29	Kerala	Ettumanoor
30	Kerala	Kottayam
31	Kerala	Pathanamthitta
32	Maharashtra	Bhiwandi
33	Maharashtra	Pune
34	Orrisa	Bubaneswar
35	Tamil Nadu	Arakkonam
36	Tamil Nadu	Chennai- Redhills
37	Tamil Nadu	Chennai -Semmancherry
38	Tamil Nadu	Dharmapuri
39	Tamil Nadu	Dindugal

S.No.	State	Location
40	Tamil Nadu	Kumbakonam
41	Tamil Nadu	Madurai
42	Tamil Nadu	Madurai
43	Tamil Nadu	Musuri
44	Tamil Nadu	Nagercoil
45	Tamil Nadu	Paatukotai
46	Tamil Nadu	Perambalur
47	Tamil Nadu	Pollachi
48	Tamil Nadu	Pudukotai
49	Tamil Nadu	Salem
50	Tamil Nadu	Sivagangai
51	Tamil Nadu	Tenkasi
52	Tamil Nadu	Thiruvarur
53	Tamil Nadu	Tirunelveli
54	Tamil Nadu	Trichy
55	Tamil Nadu	Vaniyambadi
56	Tamil Nadu	Vellore
57	Telangana	Huzurabad
58	Telangana	Karimnagar
59	Telangana	Khammam
60	Telangana	NALGONDA
61	Telangana	Nizamabad
62	Telangana	Warangal
63	Telangana	Warangal
64	West Bengal	Kolkata

## Partners Across Industries



LaneBlue is the trusted logistics partner for a diverse range of industries that demand specialized handling for bulky and oversized products.



E-commerce Brands

Ensuring reliable delivery of large online purchases.



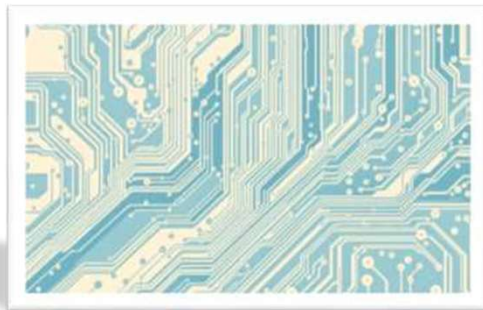
Retail Companies

Supporting seamless inventory movement and customer deliveries.



Furniture F Home Appliances

Expert handling of delicate and large household goods.



Electronics F White Goods

Secure transportation of sensitive and oversized electronics.



Oversized Product Businesses

Specialized solutions for any business with bulky delivery needs.

# Why Partner with LaneBlue?

Choosing LaneBlue means choosing a logistics partner committed to your success. We deliver more than just goods – we deliver peace of mind.

## Bulky Delivery Expertise

Unmatched proficiency in handling complex, oversized shipments.

## Scalable Domestic Operations

Focused on the Indian market with robust, expandable services.

## On-Time Commitment

A proven track record of timely and reliable deliveries.

## 24/7 Customer Support

Dedicated support available around the clock for your queries.

## Robust Urban and Rural Network

Reliable and extensive network across metro and rural centers.

## Major Customers Across Industries



- Flipkart
- Amazon
- Croma Retail
- Reliance Retail
- ABBL
- Duroflex
- Overleap networks
- Movin Logistics
- Daalchini Vending Machines
- Fyrebrands consumer Products

## Major Customers Across Industries



## Our Visionary Leadership



**C. H. Prasad**  
**Founder & Managing Director**

Founder & Managing Director C H Prasad is one of the eminent members of LaneBlue who holds a passion for driving the business towards success and creating impactful stories that make the brand shine. He is a proud IIM-Kolkata alumnus with a big brain in the logistics industry. He has had the honour to work with various prominent companies that include Gati, UPS, Wep Solutions, and Flipkart. Prasad was among the initial members of the Flipkart crew for large and furniture supply chains, where he assisted businesses from the ground up, thrusting Flipkart to the forefront of the white goods and furniture categories. He was instrumental in setting up the vast network for efficient delivery of white goods and furniture, enabling efficacious commerce in both metropolitan and rural India.

# Charting Our Future



LaneBlue is constantly innovating, building on our strengths to deliver even greater value and efficiency in the evolving logistics landscape.



## Expanding India-Wide

Further extending our service network across the nation.

**Strengthening Infrastructure**  
Growing our warehousing and dark store presence.



## AI-Enabled Logistics

Developing advanced route optimization and predictive solutions.



## Case study 1 – Same-Day Last-Mile Delivery for an E-Commerce Customer

### Client

A leading e-commerce brand  
(15,000 shipments / day)

### Challenge

Failed deliveries for same-day city deliveries.

### Objectives

Delivery TAT < 6Hrs  
On-time Delivery  $\geq$  95%  
Minimize Returns

### **Solution:**

- Created Micro-hub model near customer clusters (10 km radius).
- Hybrid fleet: 30% EV 3Ws + 70% LCVs with revised routing schedule.
- Real-time dashboards for KPIs and alerts along with communication via WhatsApp / SMS with live tracking.

### **Results (3- Month Project):**

- Delivery time:  $\downarrow$ 45% (8–10 hrs  $\rightarrow$  4.5–5.5 hrs)
- On-time delivery:  $\uparrow$ 9% (86%  $\rightarrow$  95%)
- Returned deliveries:  $\downarrow$ 5% (11%  $\rightarrow$  6%)



## Case study 2 – Large Appliance Delivery(Single Units) in Tamil Nadu Tire 1&2 Cities

### Client

A leading consumer durable and appliance brand.

### Challenge

- High damage rates (3%)
- Fragmented delivery network
- Underutilized vehicles
- High turnaround time

### Requirement

Deliveries were to **Tier-1, Tier-2, and Tier-3 cities**, with **1–2 appliances per drop point** and stringent handling quality standards.

### Objectives

- Ensure zero transit damage
- Improve fleet utilization.
- Reduce cost per drop.
- Reduce TAT.

### Solution

- Designed multi-drop routes (6–10 drops per run) across Tamil Nadu.
- Mapped routes for Tier-1 (Chennai, Coimbatore), Tier-2 (Madurai, Trichy, Salem), and Tier-3 (Nagercoil, Dindigul, Vellore) clusters.
- Ensured vehicle capacity utilization >80% while maintaining timely delivery.
- Conducted driver & loader training on appliance handling.
- GPS monitoring of Vehicles for full traceability..



**LaneBlue**  
DRIVEN BY EXCELLENCE

THANKYOU

