

## L'Oréal India Partners with Mahindra Logistics to implement its supply chain consolidation strategy

**Mumbai, May 8, 2018:** L'Oréal India has partnered with Mahindra Logistics Ltd. (MLL), one of India's largest 3PL solution providers, to implement its post GST supply chain consolidation strategy which is focused on achieving efficiencies in total cost. L'Oréal is the world's largest cosmetics company and has developed activities in the field concentrating on hair colour, skin care, sun protection, make-up, perfume and hair care. As part of this, a distribution center in Haryana was inaugurated on 30<sup>th</sup> April 2018 by **Mr. Pankaj GUPTA** – VP Operations South Asia LOREAL.

**Mr. Pirojshaw Sarkari, CEO - Mahindra Logistics**, said, "This agreement is testimony to our unparalleled dedication and solution oriented approach towards clients. This strengthens our solutions in FMCG/ cosmetics sectors. We are delighted to welcome a leading beauty company like L'Oréal as client. We are certain that our unrivaled technology intensive logistics solutions will add value to L'Oréal and will enable them to achieve desired cost efficiency."

**Mr. Alok Oke Director Operations, L'Oréal India**, said, "India is one of the fastest growing beauty markets in the world and we are committed to investing in our operations here. The role of logistics is a key service differentiator for efficient and on-time delivery, in a cost-effective manner to multiple business channels.

This distribution center at Tauru Road, Haryana is part of our network consolidation. It is designed specially to fulfill the requirements of L'Oréal's customers including distributors and modern trade in the National Capital Region (NCR), Western Uttar Pradesh and some parts of Rajasthan for specific product portfolio."



Inauguration Function: Left to Right :

**Mr. Basant MOHTA** – General Manager Physical Distribution - LOREAL India. **Mr. Aalok OKE** – Operation Director, LOREAL India, **Mr Pankaj GUPTA** – VP Operations South Asia LOREAL, **Mr. Pirojshaw SARKARI**- CEO Mahindra Logistics, **Mr. Sushil RATHI** – COO Mahindra Logistics,

### About L'Oréal India

L'Oréal India has been present in the country as a wholly owned subsidiary of L'Oréal S.A. since 1994. Today L'Oréal India is present in all distribution channels with 14 brands, available in mass market channels (L'Oréal Paris, Garnier, Maybelline New-York, NYX Professional Makeup); in hair and beauty salons (L'Oréal Professionnel, Matrix, Kérastase, Cheryl's Cosmeceuticals, Decleor); in selective distribution (Kiehl's, Yves Saint Laurent, Giorgio Armani, Ralph Lauren, Diesel).

L'Oréal India employs over 1,600 people across four regional offices, including at its two manufacturing facilities in Chakan (Pune) and in Baddi (Himachal Pradesh), its Research and Innovation facilities, and at the headquarters in Mumbai. [www.loreal.co.in](http://www.loreal.co.in)

### About Mahindra Logistics

Mahindra Logistics Limited (MLL) is a portfolio company of Mahindra Partners, the USD 1 billion private equity division of the USD 19 billion Mahindra Group. MLL is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and people transport solutions. Founded more than a decade ago, MLL serves over 300 corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an "asset-light" business model, providing customised and technology enabled solutions that span across the supply chain and people transport operations.

For more information, visit [www.mahindralogistics.com](http://www.mahindralogistics.com)

### About Mahindra Partners

Mahindra Partners is the 1 billion USD Incubation, Private Equity & Venture Capital division of the Mahindra Group. Its mission is to accelerate value creation through a diversified global portfolio of emergent businesses. The portfolio spans across multiple industries like logistics, steel processing, renewable energy, conveyor systems, retail, infrastructure consulting and skill building, luxury boat manufacturing and media. It has recently expanded operations in U.S. by investing in the IoT and shared mobility space.

For more information, visit [www.mahindrapartners.com](http://www.mahindrapartners.com)

### About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise