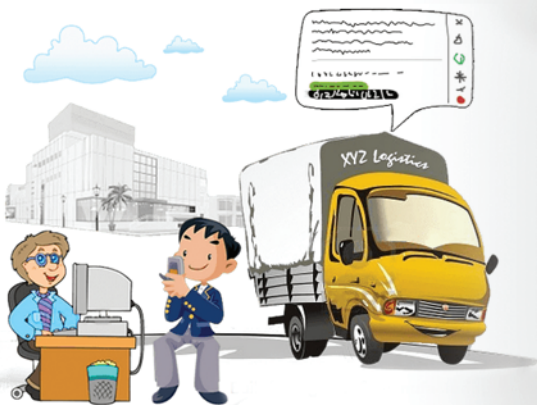


## SUCCESS STORY



### INDUSTRY

Manufacturer & Exporter

### LOCATION

Cochin, Kerala, India

### KEY CHALLENGES

- Limited control over fleet, drivers, and delivery schedule.
- Suspicious stoppages and delayed deliveries.
- Increased labor cost due to extra claims.
- Incurred high fuel charges due to bad driving habits.

### BUSINESS BENEFITS

Gained valuable insight into needs and challenges by understanding all aspects of fleet, driver, and vehicle activity. This in turn supports reduced labor and fuel charges and improved customer service.



Web : [www.melam.com](http://www.melam.com)  
Phone: +91 484 2604917

## Melam | M V J Foods (India) Pvt Ltd.

**Melam**, a pioneer in curry powders, masalas, pickles, and other food products, was launched in 1992 by Dr. Kurian John Melamparambil. Melam has become a household name with a wide variety of products. All Melam products pass a critical quality test and are packaged to meet stringent hygienic standards. All these measures support Melam's name for quality.

As a mark of quality and Indian-ness, Melam has been awarded the Indian Spices Logo as well as Spice House Certificate by the Spices Board, Ministry of Commerce, and Government of India. To meet with increased demand, Melam altered their delivery schedule.



## Lack of control – a common productivity woe

Besides striving for survival in a highly competitive arena, Melam, like other manufacturing companies, faced tedious operational problems and waste. With increased number of vehicles for goods transportation, Melam found it difficult to control their fleet.

“With 3-4 days of journey in line for most delivery vehicles, we had only limited control over our fleet, drivers and products. Even with increased suspicion of stoppage times and delays, our only choice was to believe what the drivers said. In addition, we also had to deal with drivers whose bad driving habits like speeding, frequent idling, and suddenly braking resulted in wasted fuel. Soon we realized that we needed a system in place that could fix the issues once and for all.”

**William,**  
Store Executive, Melam.

## Solution – systems thinking

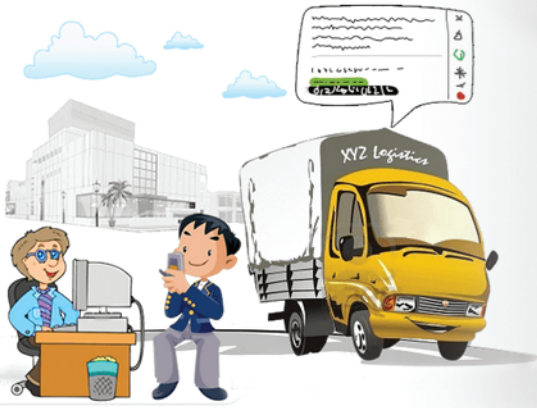
The board of director's decision to start using a fleet management system changed the whole situation. Melam knew that a fleet management system would help to mitigate operational headaches and shift focus to business growth. They needed a system to validate overtime payment, track fuel usage, and assist in making informed decisions to quickly get goods to clients.

While considering different fleet management systems, the management quickly narrowed their priorities down to four points:

- Good support
- Easy to use and customize
- Clearly presenting data collected
- Excellent product support



## SUCCESS STORY



### RESULTS

According to the spokesperson of Melam, using AVLView led to...

- Peace of mind - No more stress with a fleet management system.
- Happy customers and distributors - faster response and timely delivery.
- Better control over fleet expenses - control over driver overtime claims and fuel usage.

## Choosing the best available system

AVLView, one of the fastest growing cloud-based fleet management systems in the region, had everything needed to overcome Melam's challenges. With a real time tracking feature, Melam no longer has to rely solely on whatever the driver reports.

"With AVLView Fleet Automation System's cost-efficient, subscription-based model and its features, we decided it was the right time to take the plunge.", says William.

Stoppage report provides information on where, when, and for how long a vehicle stops. With a detailed vehicle history of up to 6 months, Melam can now take instantaneous decisions for current or future trips. Various trip reports offer brief yet thorough information on starting ending times, location, length of the journey, and more.

The company has also simplified overtime payments, fuel charges and vehicle maintenance cost.

"With AVLView Fleet Automation System, we have successfully eliminated false driver claims, reduced disciplinary issues, and reduced fuel waste.", added William.

With route optimization, redirection to avoid traffic, and alternate arrangements in case vehicles breakdown, trip planning is streamlined.

"Previously we did not have any accurate proof of delivery at the clients' location as it was only based on driver's recollection and assumptions. Disputes with clients on delayed delivery of goods were not resolved easily as we did not have any solid proof, so the only choice left was to believe what drivers said. Now, we have comprehensive reports from AVLView that helped us to overcome such scenarios easily.", says William.

AVLView was an obvious choice as it fit Melam's criteria. With helpful training sessions and proactive customer support, the staff at Melam quickly embraced the system.

"AVLView provides excellent control over drivers through real-time monitoring of harsh driving and unnecessary stopping. Improved customer satisfaction through timely services is an added value for our business. Thanks to AVLView."

says **Mr. William**