



Ghodawat Consumer Limited wins Best Procurement Transformation Award

New Delhi, 16th December 2024: Ghodawat Consumer Limited (GCL), the FMCG arm of the Sanjay Ghodawat Group was conferred with Best Procurement Transformation Award 2024 at 12th Edition Procurement Excellence Summit & Awards 2024 organized by UBS Forums Pvt Ltd.

The award was received by Mr. Vijay Kumar, Vice President-Supply Chain, GCL. The summit gained deep insights into the latest procurement strategies, challenges and the opportunities shaping the future of procurement. Vijay Kumar, Vice President-Supply Chain, GCL also won Procurement Leader of the Year, 2024 award at the Summit.

Commenting on this recognition, Salloni Ghodawat, Director and COO, Ghodawat Consumer Limited (GCL) said, *“Winning the Best Procurement Transformation Award is a testament to how technology and data-driven solutions are reshaping our approach to procurement, enhancing efficiency, and delivering value to our stakeholders. At Ghodawat Consumer, we believe that digital transformation is the cornerstone of future-ready supply chains. This award reflects our continuous efforts to integrate cutting-edge technology into our procurement processes, ensuring agility, sustainability, and operational excellence.”*

GCL transformed its procurement processes by implementing a cutting-edge, AI-powered digital platform and a supplier management program designed to foster collaboration and innovation. These initiatives have streamlined workflows, enhanced decision-making, and improved supplier engagement.

Key achievements of procurement transformation

- Cost Efficiency: 10% annual savings over two years.
- Process Optimization: 75% faster contract cycles and 40% reduced PR/PO processing time.
- Transparency: Comprehensive visibility across procurement, supported by AI-driven analytics.
- Enhanced Service Quality: Improved supplier management and digitized quality controls.

This transformation has empowered Ghodawat Consumer Ltd. with increased efficiency, better governance, and stronger supplier relationships, reinforcing its commitment to innovation and operational excellence.

About Ghodawat Consumer Limited (GCL):

Ghodawat Consumer Limited, the FMCG arm of Sanjay Ghodawat Group, has been a trailblazer in the consumer goods sector since 2003. The company operates under the umbrella brand 'Star', offering a diverse range of products that include refined oils, atta (wheat flour), rice, beverages, and savoury snacks, all catering to various everyday consumer needs. Its portfolio also includes premium, value-added brands like TBH (100% real vegetable snacks brand) and Coolberg (India's leading non-alcoholic beer brand). GCL's



offerings are available in more than 250,000 outlets across 120 cities and on all e-commerce and quick commerce platforms in India. The company also exports its products to over 17 countries across the globe.

Website- <https://ghodawatconsumer.com/>

About Sanjay Ghodawat Group (SGG):

Sanjay Ghodawat Group (SGG) is a diversified conglomerate with operations spanning various high-value business verticals such as Aviation, Consumer Products, Education, Energy, Realty and Retail. Since its founding in 1993, SGG has witnessed impressive growth under the splendid stewardship of its Founder and Chairman, Mr. Sanjay Ghodawat. It has a strong base of millions of customers globally, with employee strength of over 10,000 and a student base of over 21,000. SGG is moving ahead with great vigour and bringing significant changes in people's lives with its wide range of high-quality products and services.

Website- www.ghodawat.com

For media inquiries, please contact:

Swati Gantellu; Senior Manager- PR & Corporate Communications

Mobile- 9503397606; Email- swati.g@ghodawat.com