

QUICK COMMERCE • VISIBILITY • INSIGHTS

How Freight Tiger helped a Quick Commerce leader scale 10x

WHERE THEY WERE**10,000**

trips/month

**WHERE THEY ARE NOW****1,00,000**

trips/month

10x growth in under 24 months

~3,300 trips a day

OVERVIEW

One of India's largest quick commerce players was scaling rapidly. As the fleet and trip volume grew, fragmented data sources and inadequate visibility made it harder to maintain a reliable operating view. Freight Tiger helped build the visibility and data layer needed to support this scale.

PROBLEM STATEMENT

A rapidly growing fleet was operating across fragmented data sources, while earlier attempts at visibility had fallen short. As trip volumes increased, the business needed a more reliable way to track fleet movement, reconcile kilometres travelled and assign vehicles efficiently.

SOLUTION

- 1 Unified fleet visibility:** Consolidated fragmented fleet data into a single live view, enabling every trip and kilometer to be tracked end-to-end.
- 2 KM-accurate billing reconciliation:** Helped reconcile logistics partner payments against actual kilometres travelled, aligning billing with ground truth and reducing disputes.
- 3 Location-intelligent vehicle assignment:** Matched vehicles to trips based on proximity, supporting higher utilisation and fewer empty kilometers.

BUSINESS IMPACT

- ✓ **From 10,000 to 1,00,000 trips a month**, 10x growth in under 24 months.
- ✓ **~3,300 trips a day** running on one live view.
- ✓ Helping them build the infrastructure and data layer behind every operating decision.