

VFRYT

Delivering Trust & Driving Tomorrow's Supply Chain

India's economy is always awake. Factories keep running, retailers keep demanding, and millions of online shoppers hit 'buy now' with the belief that their orders will arrive almost instantly. Behind this smooth experience lies the vast world of logistics an industry that quietly powers commerce but often struggles with unpredictability. For years, the sector has been tangled in problems a fragmented market, uncertain fleet availability, rising fuel costs, and delivery timelines that were more hope than promise. It was in this landscape of challenges that VFRYT took shape. The company was born with a bold and clear mission to change the way freight moves in India, making it smarter, more transparent, and more sustainable.

VFRYT was founded by Pradeep Murali, an entrepreneur driven by the vision to simplify and transform India's logistics ecosystem. With a strong background in business and operations, Pradeep recognized the inefficiencies and complexities of traditional freight management and set out to build a technology-first company focused on reliability, transparency, and customer experience. Under his leadership, VFRYT has adopted a contract-first, tech-enabled model that blends human expertise with AI-powered solutions, ensuring scalability and operational excellence. Known for his hands-on approach and long-term vision, Pradeep continues to guide VFRYT toward becoming a trusted logistics partner for businesses across sectors, setting new standards in efficiency, innovation, and customer-centric service.

Solutions that Deliver

The strength of VFRYT lies in its ability to design solutions for the diverse needs of industries ranging from FMCG and e-Commerce to automobiles. For FMCG companies, speed and reliability are crucial, especially for perishable or temperature-sensitive goods. For e-Commerce giants, high-frequency, time-bound deliveries with robust reverse logistics are essential. For the automobile sector, secure carriers and damage-prevention handling are non-negotiable. By offering end-to-end solutions that span primary transportation, secondary distribution, long-term contract logistics, and flexible on-demand fleet sourcing, VFRYT ensures that each client gets exactly what their industry requires.

The logistics industry in India is a landscape full of roadblocks. Seasonal demand fluctuations often create supply gaps, last-mile delivery is complicated by geography and traffic, and driver retention is

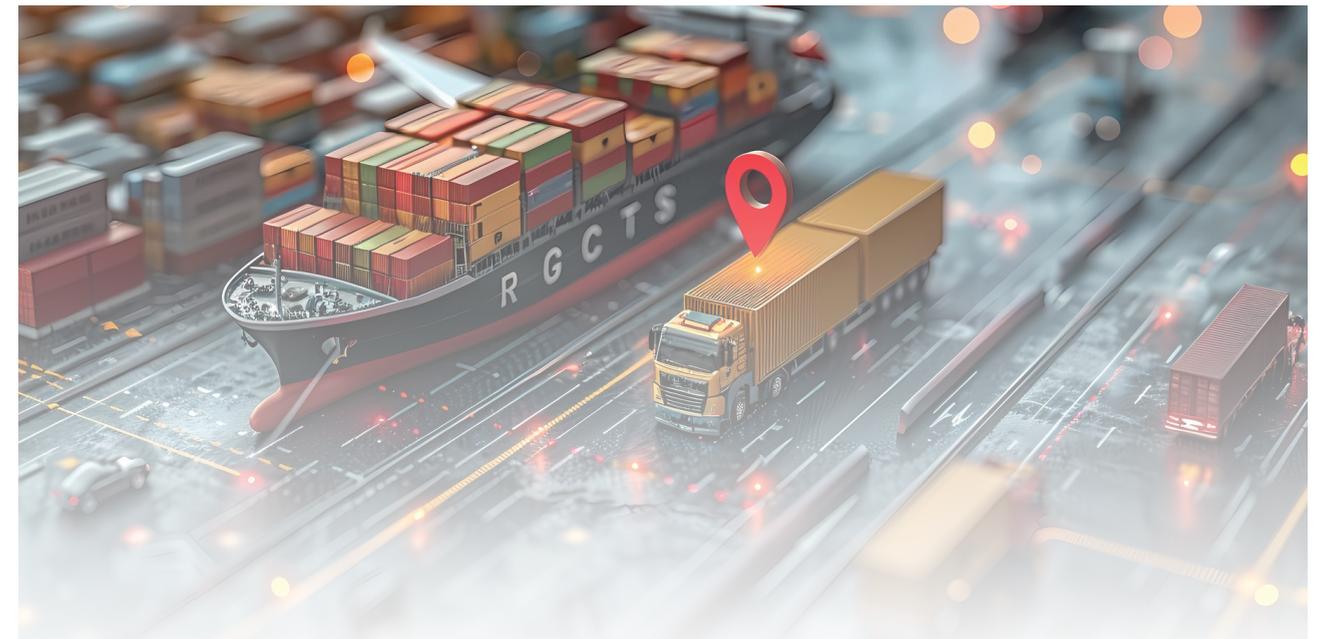


Pradeep Murali
CEO

an ever-present concern. Rising fuel costs further threaten profitability. VFRYT turned each of these hurdles into opportunities for innovation. Predictive demand planning addressed supply shortages before they occurred. Route optimization and geo-fenced tracking minimized delays and improved ETA accuracy. Driver-friendly initiatives, from timely payments to vehicle financing, ensured loyalty and continuity. And by reducing empty runs and integrating electric vehicles on select routes, the company balanced cost competitiveness with sustainability.

Technology Advantage

At the heart of VFRYT's reliability is an AI-driven technology ecosystem that unifies GPS tracking, SIM-based location data, and FASTag records into a single intelligent monitoring layer. By applying machine learning to this multi-source data, VFRYT ensures cross-verification, redundancy, and near-perfect accuracy, with uninterrupted visibility even if one system fails. Advanced anomaly detection and predictive models analyze patterns in vehicle movement to forecast potential delays, route deviations, or breakdown risks, enabling proactive interventions before disruptions occur. This self-learning, adaptive approach transforms fleet monitoring from basic



location tracking into a predictive and reliable logistics control system, giving VFRYT and its clients a decisive technological edge.



VFRYT logistics isn't just about moving goods, it's about moving trust, speed, and innovation forward

No logistics revolution can succeed without people, and VFRYT's people-first culture sets it apart. Employees are empowered with digital tools that simplify their work, trained continuously to stay ahead of industry trends, and encouraged to take ownership of their lanes and clients. Achievements are celebrated transparently, fostering pride and accountability across the workforce. Drivers, often the most overlooked stakeholders in logistics, receive equal attention. From training to financial support, VFRYT ensures that drivers feel valued and motivated. This culture of respect and empowerment translates into better performance on the ground.

For businesses managing high-volume supply chains, the real challenge is balancing cost-efficiency

with reliability. VFRYT achieves this through smart network planning, predictive operations, and stringent partner benchmarking. Real-time control systems anticipate disruptions, while data analytics help forecast demand spikes and manage fleet availability. The result is a supply chain that is both lean and resilient proof that efficiency and reliability can complement rather than compete with one another.

Among its many case studies is one where the client struggled with stockouts, rising last-mile costs, and frequent delivery delays during peak demand. By deploying dynamic fleet procurement, AI-driven route optimization, and real-time tracking, VFRYT transformed their operations. Within three months, on-time deliveries improved by 28 percent, freight costs dropped by 18 percent, and critical territories reported zero stockouts. Retailer satisfaction soared, and the client gained a competitive edge in a fiercely contested market.

Future Vision

The future of logistics belongs to those who combine speed with intelligence, sustainability with customer experience. VFRYT is already moving in that direction. The company is investing in AI-driven planning tools, IoT-enabled visibility, and unified digital platforms where clients can manage everything from orders to payments. Sustainability initiatives will expand through EV fleet leasing and carbon tracking solutions. At the same time, it is preparing to enter new geographies and high-growth sectors such as pharmaceuticals, cold chain, and advanced e-Commerce. The vision is ambitious yet clear, to evolve into a one-stop logistics intelligence and execution hub where technology, service, and sustainability converge to give businesses a decisive edge. 