

CLICKPOST x Yoga Bar

How Yoga Bar is Making Its B2B Supply Chain More Cost Effective with Every Shipment

With consistent double-digit growth year over year, Yoga Bar has expanded from a primarily D2C and e-commerce brand to establish a robust offline retail presence. Their products are now available in over 10,000 retail touchpoints across the country, including major modern trade chains, general trade stores, and quick commerce platforms.



Yoga Bar: Supply Chain Infrastructure

Yoga Bar has built a comprehensive supply chain infrastructure to support their nationwide distribution. With a significant monthly logistics investment of approximately **₹75–80 lakhs**, the company manages a complex network that enables them to reach over **10,000** retail touchpoints across India.

1 Factory

Manufacturing facility producing Yoga Bar's health food products

3 Warehouses

Strategic storage locations across India

7

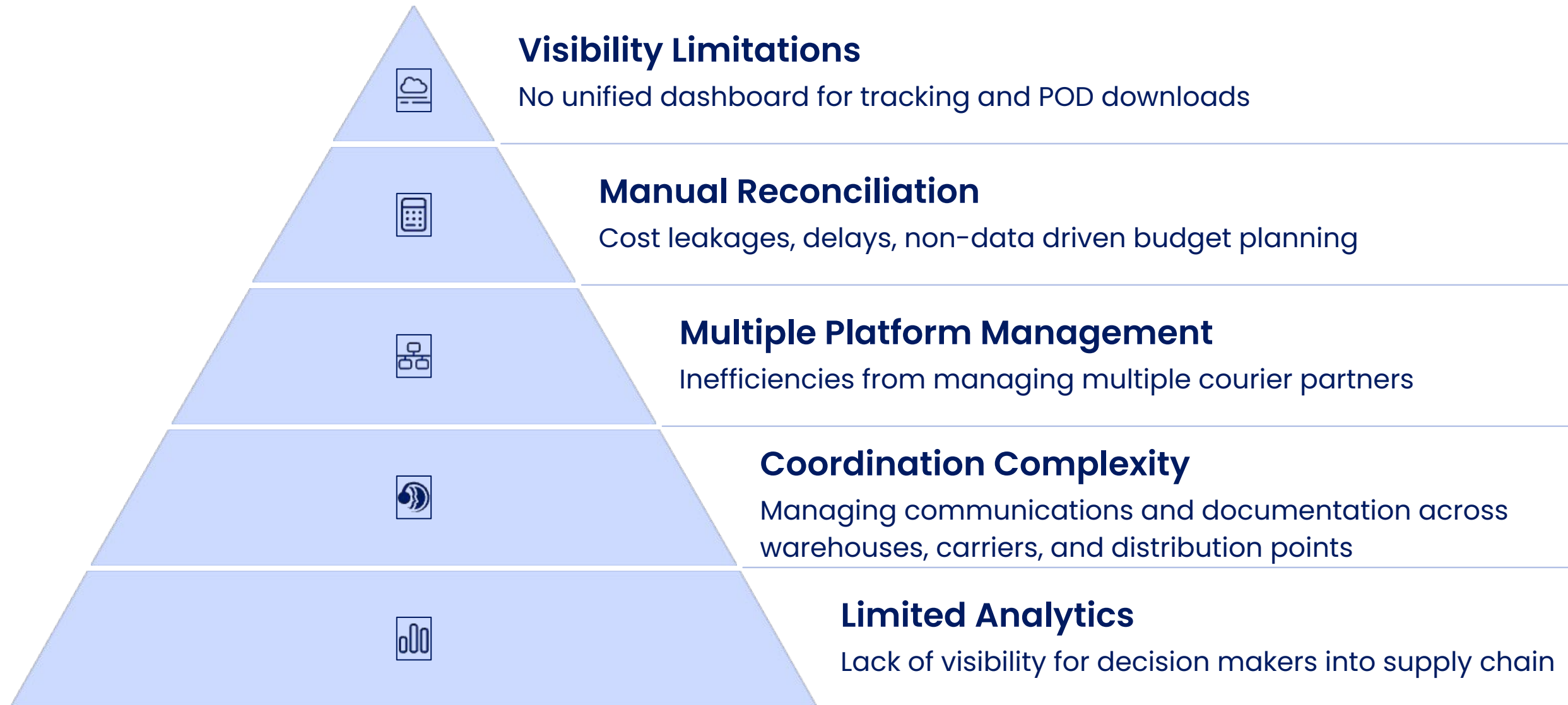
Carrying & Forwarding Agents and **4 Distributor Points**

₹75–80 lakhs

Monthly Logistics Investment



Yoga Bar's B2B Logistics Challenge



"Before partnering with ClickPost, managing our B2B shipments was a daily challenge. Our logistics operations were fragmented and heavily manual; tracking across multiple courier partners was tedious, outbound reporting was time-consuming, and invoice reconciliation was a significant drain on our team's resources."

Sanchit Jain,

Head – Data and Automation, Yoga Bar

Why Yoga Bar Chose ClickPost

Cost-Effective Solution

Scalable platform that grows with business needs while maintaining cost efficiency

Tailored Flexibility

Ability to customize the system to Yoga Bar's specific operational requirements

Partnership Mindset

ClickPost's willingness to adapt their platform to support Yoga Bar's unique workflows

Yoga Bar's decision to partner with ClickPost was driven by their need for a solution that could **address their complex logistics challenges while being adaptable to their growing business.** The partnership approach demonstrated by ClickPost, combined with their scalable and cost-effective platform, made them the ideal choice for Yoga Bar's B2B supply chain transformation.



ClickPost Darwin: Solution Components



Unified Visibility Platform

- Consolidated tracking interface for all carrier partners
- Centralized dashboard for comprehensive shipment visibility
- Standardized reporting across the logistics network



Document Management System

- Centralized repository for all PODs ensuring easy access
- Streamlined document workflows reducing manual handling
- Extended POD storage and retrieval capabilities



Process Automation and Performance Monitoring

- Faster and error-free outbound sheet updates
- Automated data collection from multiple carrier sources
- Streamlined exception management and resolution
- Daily automated MIS reports providing operational visibility



Invoice Reconciliation

- Timely and accurate invoice reconciliation processes
- Reducing manual efforts to fasten reconciliation cycle

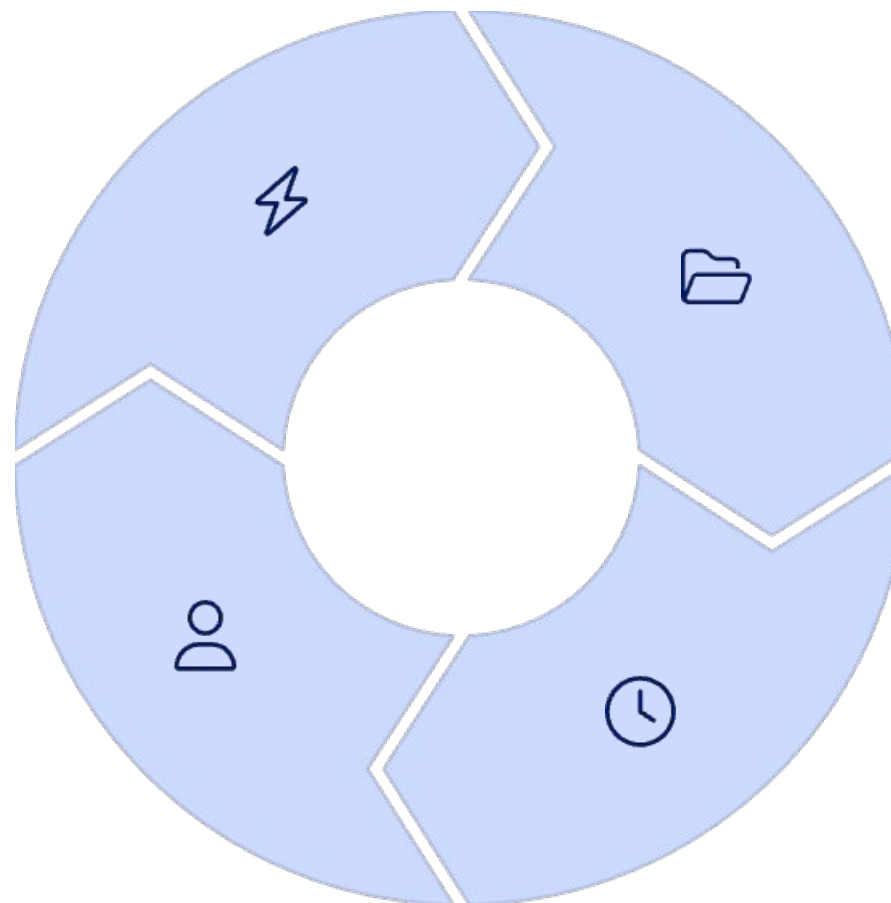
Measurable Improvements

Workflow Automations

Faster and more accurate
outbound sheet updates and
LR tracking

Cross-Functional Efficiency

Enhanced process visibility
and reduced manual
dependency



Document Accessibility

Centralized POD repository
ensuring easy access and
better organization

Issue Resolution

Significantly reduced
turnaround time for logistics
query resolution

"ClickPost has truly transformed our supply chain. With a unified tracking system, we now have complete visibility across all courier partners. Their automated B2B MIS reporting has streamlined our outbound updates, and the invoice reconciliation feature has made billing accurate, transparent, and virtually effortless."

Sanchit Jain,

Head – Data and Automation, Yoga Bar

Partnership Evolution

1

Initial Integration

Implementation of core ClickPost Darwin features to address immediate challenges

2


Current Phase

Steady growth in B2B order volumes with enhanced visibility and process automation

3

Future Plans

Onboarding all CFAs onto the ClickPost platform for complete supply chain integration

 Yoga Bar plans on achieving end-to-end visibility, cost effectiveness and process unification across the logistics chain

ClickPost has brought meaningful structure and automation to our B2B logistics operations. The platform has enhanced our process visibility, reduced manual dependency, and improved cross-functional collaboration. Their team's responsiveness and problem-solving orientation have made them a dependable partner in our growth journey."

Abhishek Panda,
Business Analyst, Yoga Bar

Why ClickPost Darwin for B2B Retail Logistics



Comprehensive B2B Visibility

End-to-end tracking from warehouse to destination with real-time status updates across carrier networks and proactive exception management for issue resolution



Financial Controls

Invoice reconciliation against actual shipments, identification of volumetric weight discrepancies to prevent inaccurate billings, and detailed cost analysis for optimization



Document Intelligence

Centralized storage of critical shipping documentation with extended POD storage (6 months vs. industry standard 30 days) and simplified access for reconciliation



Automation Capabilities

Streamlined shipment creation and tracking with automated document collection and verification, ensuring process standardization across carrier networks

ClickPost Darwin transforms B2B retail logistics operations by providing the unified visibility, process automation, and performance analytics needed to convert logistics from a cost center to a strategic advantage for growing brands like Yoga Bar.

ClickPost Darwin

360° B2B Retail Logistics Management

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